Name:	
Enrolment No:	**UPES**

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Sem Examination, December 2020

Course: Web & Social Analytics   Semester: VII
Program: B.Tech- CS-BAO   Time: 03 hrs.
Course Code: CSBA4002   Max. Marks: 100

Instructions: all questions are compulsory

SECTION A		[30]	
S. No.	Write short notes on the following	**Marks**	**CO**
Q 1	Differentiate between Data and Information	**5**	**CO1**
Q2	Explain Web 2.0	**5**	**CO1**
Q3	Differentiate between social analytics & web analytics	**5**	**CO2**
Q4	What is ALV?	**5**	**CO3**
Q5	Differentiate between conversion and conversion rate.	**5**	**CO2**
Q6	Explain KPI.	**5**	**CO3**
SECTION B		**[50]**	
	All questions are compulsory	**Marks**	**CO**
Q7	Elaborate on the types of web analytics.	**10**	**CO3**
Q8	Explain in detail the impact of social media on business	**10**	**CO2**
Q9	Identify the basic activities of social analytics	**10**	**CO4**
Q10	What are the challenges in social media data collection?	**10**	**CO4**
Q 11	Identify & Explain the different types of survey	**10**	**CO3**
SECTION-C			
	Any 1 question is to be attempted (Marks- [20])	**Marks**	**CO**
Q 12	Design and discuss the social media analytics process to identify impact of Carvaan Radio in the market. Make assumptions wherever required.	**20**	**CO5**
Q13	Design a smart methodology for the above scenario and identify the social business objectives.	**20**	**CO5**