UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Social, Web and Mobile Analytics
Program: B. Tech CSE BAO
Course Code: CSBA 4013

Semester: VI
Time: 03 hrs.
Max. Marks: 100

SECTION A
(5Qx4M=20Marks)

S. No.		Marks	CO

Q 1	**1.1** _____tools are capable of refining as well as measuring the data based on the specified parameters or filters
	a) Social media measurement
	b) Social media monitoring
	c) Social media engagement
	d) Social media usage
	
	1.2 Social media can be used to increase the leads and sales,_____.
	  a) Customer dissatisfaction
	  b) Brand recognition and awareness
	  c) Negative sentiments
	  d) Competitor Loyalty
	
	1.3 Social media analytics and monitoring must continuously improve their customer service
	
	capabilities by offering better
	
	  a) Response rate
	  b) Exit rate
	  c) Bounce rate
	  d) Hit rate
	1.4 Social networking and social media plays a dominant role in the business and it is well achieved by participating in a _____. .
	
	  1) people centric approach
	  2) data centric approach
	  3) media centric approach
	  4) web centric approach
	
	1.5 Social media_____is the process of aggregating and assessing information about a company, individual, product or brand on the social site
		4	CO1

	1) Monitoring 2) Understanding customers 3) Behaviour Analysis 4) Listening		

Q 2	**2.1** Social networking and social media plays a dominant role in the business and it is well achieved by participating in a _____. .
	
	   1) people centric approach
	   2) data centric approach
	   3) media centric approach
	   4) web centric approach
	
	2.2 Web logs and Java script tags are ways of _____mechanism.
	
	   1) Data collection
	   2) Data analysis
	   3) Data monitoring
	   4) Data usage
	
	2.3 _____is identifying the sources that have the highest number of comments/posts/views/tweets.
	
	   1) Tonality
	   2) Virality
	   3) Modality
	   4) Sentiments
	
	True/False:
	
	2.4 The bounce rate is a measure of the percentage of people who came and landed on a page of your website and then turned around and left immediately without visiting any other pages on your website. (True/False)
	
	2.5 Metrics are measurable values that show you how effective you are at achieving business objectives. (True/False)
		4	**CO1**

Q 3	Provide **four** differences between Under and overfitting.	**4**	**CO1**
Q 4	State the Core metrics for deeper behaviour analysis.	**4**	**CO1**
Q 5	Write a short introduction of **any two** of the following with their **two** strengths and **two** limitations (a) Data Wrangling (b) Data Mining (c) Voice XML (d) WAP	**4**	**CO3**
SECTION B			

	(4Qx10M= 40 Marks)		
Q 6	Point out the differences between conversion and conversion rate.	**10**	**CO2**
Q 7	Explain HTML 5 enabled sites on browsers for unique experience.	**10**	**CO2**
Q 8	Write a short note on dashboards? How many types of dashboards? Provide a brief explanation.	**10**	**CO3**
Q 9	"Social media objective must be aligned with the business objectives". Do you agree with this statement? Provide a proper justification for your answer with suitable examples. Provide at least two examples. Or "Social media data is more important for many activities" mention some problems in social media data collection.	**10**	**CO3**
	SECTION-C **(2Qx20M=40 Marks)**		
Q 10	a) How The Ministry of Food Processing (Govt. of India) spread awareness about World Food India through social media platforms? b) What is impact of web analytics with respect to your business? "Give some strategy by which you can enhance your business". Or Write down the basics of NLP? Explain its potential and role in achieving the business objectives by stating one case study.	**20**	**CO4**
Q 11	Social media have been adopted by many businesses. More and more companies are using social media tools such as Facebook, Twitter etc., to provide various services and interact with customers. As a result, a large amount of user-generated content is freely available on social media sites. To increase competitive advantage and effectively assess the competitive environment of businesses, companies need to monitor and analyze not only the customer-generated content on their own social media sites, but also the textual information on their competitors' social media sites. Discuss and compose your approach to achieve following objectives with respect to three largest **pizza chains: Pizza Hut, Domino's Pizza and Papa John's Pizza.** a) To help companies understand how to perform a social media competitive analysis.	**20**	**CO5**

	b) To transform social media data into knowledge for decision makers and e-marketers.		