



<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2022**

<b>Program: MBA BA</b>	<b>Semester: IV</b>
<b>Subject/Course: Social and Web Analytics</b>	<b>Max. Marks: 100</b>
<b>Course Code: DSBA8009</b>	<b>Duration: 3 Hours</b>
<b>Instructions:</b>	

**SECTION A**  
**10Q x 2M=20 Marks**

S. No.	Statement of question	Marks	CO
Q 1	Statement of question		<b>CO1</b>
1)	What is social analytics?		
2)	What are some common metrics used in social analytics?		
3)	What tools are commonly used for analyzing social media chatter?		
4)	What is web analytics?		
5)	What is the role of social media analytics in developing a social media strategy?		
6)	How can you track and measure social media ROI?		
7)	What are some common challenges and limitations of analyzing social media chatter?		
8)	What are some common social media platforms?		
9)	How can you use social media analytics to identify your target audience?		
10)	What is Bounce rate?		

**SECTION B**  
**4Q x 5M = 20 Marks**

Q	Statement of question	Marks	CO
1)	Identify the impact of social media KPIs on overall marketing strategy.		<b>CO2</b>
2)	Identify the key performance indicators (KPIs) for measuring social media engagement?		
3)	Explain Sentiment Analysis. Evaluate the benefits and drawbacks of using sentiment analysis for social media monitoring.		
4)	Explain different techniques used for Sentiment Analysis.		

**SECTION-C**  
**3Q x 10M=30 Marks**

Q	Statement of question		<b>CO3</b>
1)	Evaluate the effectiveness of Facebook Analytics for different marketing objectives.		
2)	How can Facebook Analytics be used to measure website traffic?		
3)	Evaluate the ethical considerations of using Facebook Analytics to track user behavior.		

**SECTION-D**  
**2Q x 15M= 30 Marks**

Q	Statement of question		<b>CO3</b>
1)	How does Google Analytics track website data and user behavior?		
2)	What are some common metrics used to measure website performance in Google Analytics, and what insights can be gained from them?		