


Name:			
Enrolment No:			
UPES End Semester Examination, May 2023			
Course: Social Media and Web Analytics Program: B.Tech CSE (H and NH) Course Code: CSBA 3011		Semester: 6 Time : 03 hrs. Max. Marks: 100	
Instructions: Support your answers with suitable examples and diagrams wherever necessary.			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q1	Describe the role of community managers in social media campaigning.	4	CO2
Q2	List three major issues in content creation.	4	CO4
Q3	Differentiate between Social media analytics and Web Analytics.	4	CO1
Q4	Differentiate between Micro and Macro Conversions	4	CO3
Q5	Discuss the characteristics of Mashup.	4	CO5
SECTION B (4Qx10M= 40 Marks)			
Q1	List and discuss the major components of the social media environment.	10	CO1
Q2	Write a note on Google Analytics including encompassing the features and benefits of this platform.	10	CO2
Q3	Describe the SMART Methodology.	10	CO3
Q4	Discuss the social media content creation process.	10	CO4
SECTION-C (2Qx20M=40 Marks)			
Q1	Elaborate the advantages of Social Media Integration. Also describe the challenges of the same with a suitable example.	20	CO5
Q2	Explain the following terms used in Web Analytics: a. Entry page b. Exit page c. Page d. Page view e. After Click Tracking (ACT)	20	CO1

- f. Click-through rate (CTR)
- g. Visitor Session
- h. Hit Bounce Rate Average Lifetime Value (ALV)
- i. Conversion
- j. Conversion Rate

OR

Assume you have a startup / business. Write a note on your most preferred social media platform for promoting your business. Discuss the various strategies that you would leverage to advertise and promote your business.