

Name: Enrolment No:			
UPES End semester Examination, Sept. 2025			
Course: Social and Web Analytics Program: BCOM-H Course Code: DSBA3009		Semester: 5 Time : 03 hrs. Max. Marks: 100	
Instructions: all questions are compulsory			
SECTION A 10Qx2M=20Marks			
S. N..		Marks	CO
Q 1			
i.	Which of the following best defines Social Media Analytics? a) Buying ads on social media platforms b) Collecting and analyzing social media data to derive insights c) Creating brand pages on Facebook and Twitter d) Posting regular content on Instagram	2 Marks	CO1
ii.	Which of the following is a strategic aspect of social media analytics? a) Running paid campaigns only b) Aligning analytics with business objectives c) Posting memes for engagement d) Reducing the number of hashtags	2 Marks	CO1
iii.	Why is web traffic analysis important for businesses? a) It helps identify customer buying behavior and website performance b) It reduces employee workload in HR c) It automatically increases ad revenue d) It helps design product packaging	2 Marks	CO1
iv.	Dashboard visualization in social media analytics helps by: a) Creating logos and design templates b) Presenting data insights in a clear and interactive manner c) Posting scheduled content on multiple platforms d) Reducing ad spending	2 Marks	CO1

v.	A limitation of Google Analytics is: a) It cannot track website traffic b) It requires correct implementation of tracking codes c) It provides real-time dashboards d) It integrates with Google Ads	2 Marks	CO1
vi.	In Google Analytics, Bounce Rate means: a) The percentage of visitors who leave without viewing another page b) The number of people clicking on paid ads c) The percentage of repeat customers d) The average order value	2 Marks	CO1
vii.	In LinkedIn Analytics, which metric is most useful to track professional reach? a) Profile Views b) Bounce Rate c) Retweets d) Story Shares	2 Marks	CO1
viii.	Which KPI is specific to Twitter Analytics? a) Page Likes b) Retweets c) LinkedIn InMail responses d) Page Views	2 Marks	CO1
ix.	Sentiment analysis is primarily used for: a) Measuring ROI of paid ads b) Understanding customer emotions from online text c) Tracking website bounce rate d) Calculating revenue per customer	2 Marks	CO1
x.	Which of these is a common metric used to assess effectiveness of a social media campaign? a) Server uptime b) Click-through rate (CTR) c) Warehouse capacity d) Office internet usage	2 Marks	CO1

SECTION B

4Qx5M= 20 Marks

Q 2	Explain the strategic aspects of social media analytics. How can organizations align analytics with business goals?	5 Marks	CO2
Q 3	Differentiate between Facebook Analytics, Twitter Analytics, and LinkedIn Analytics. Support your answer with practical examples.	5 Marks	CO2
Q 4	What are the common methodologies used in measuring web traffic accuracy? Discuss with examples.	5 Marks	CO2
Q 5	Describe the benefits and limitations of Google Analytics in business decision-making.	5 Marks	CO2

SECTION-C

3Qx10M=30 Marks

Attempt any three questions			
Q.6	Explain deterministic and probabilistic approaches in sentiment analysis with real-world examples.	10 Marks	CO3
Q.7	“KPIs differ across social media platforms.” Justify this statement with examples of at least three KPIs for Facebook, Twitter, and LinkedIn. (10 Marks)	10 Marks	CO3
Q.8	Discuss a real-world application of social media analytics in supply chain or customer service improvement.	10 Marks	CO3
Q.9	Explain how Funnel analysis – customer journey tracking and drop-off points.	10 Marks	CO3
SECTION-D 2Qx15M= 30 Marks			
Q.9	A global airline faced a major service disruption due to a technical glitch, leading to thousands of delayed flights. On Twitter and Facebook, customers started posting complaints using hashtags like #AirlineFail. The posts went viral, receiving high engagement and media coverage. Questions: a) As a social media analyst, outline the steps you would take to collect, analyze, and interpret this data. b) Which metrics and sentiment analysis techniques would you use to assess the severity of the crisis? c) Suggest a data-driven response strategy to restore customer trust and brand reputation. Or A global fitness-tech company launched a new AI-powered smartwatch. Within the first month, several users on Reddit, YouTube Reviews, and Tech Blogs reported problems such as inaccurate heart-rate tracking and unexpected battery drain. These posts started trending in tech communities and triggered a wave of discussions, mixed reviews, and online debates about product reliability. Simultaneously, the company noticed a spike in product return requests and a decrease in repeat app usage. Questions: a) As a digital insights analyst, explain how you would systematically gather and analyze user-generated content from these platforms to understand the core issues. b) What analytical metrics, text-mining methods, and review-analysis techniques would you use to measure overall product sentiment and identify recurring technical problems?	15 Marks	CO4

	c) Based on your findings, propose a data-driven product improvement and communication strategy to reduce returns and rebuild user confidence.		
Q.10	An online fashion retailer ran a Diwali promotional campaign on Facebook, Instagram, and LinkedIn. After one month, the analytics report showed the following performance: Instagram: Engagement rate – 8%; Sales conversion – 12% Facebook: Engagement rate – 4%; Sales conversion – 6% LinkedIn: Engagement rate – 1.5%; Sales conversion – 3% Google Analytics further indicated that although Instagram generated the highest website traffic, the website bounce rate was 62%. Questions: a) Based on the above data, interpret customer behaviour on different social media platforms. b) Identify and explain the key performance indicators (KPIs) that should be monitored to improve the campaign's ROI. c) Recommend strategies to reduce the website's bounce rate and enhance sales conversions. Or A home-electronics company launched a 3-week influencer marketing campaign on Instagram Reels, YouTube Shorts, and Pinterest to promote a new smart air-purifier. Campaign analytics reported: - Instagram Reels: 2.4 million views, 5.6% engagement, 18,000 website visits - YouTube Shorts: 1.1 million views, 7.8% engagement, average watch time 12 seconds - Pinterest: 84,000 saves, referral traffic 9,500, product-page click rate 4.2% During the same period: Email sign-ups increased by 22% Product Wishlist additions increased by 31%	15 Marks	CO4

	Actual sales increased by only 4% Questions a) Compare how the three platforms contributed differently to the customer journey (Awareness → Interest → Desire → Action). b) Identify two possible reasons why engagement and traffic increased but sales increased only marginally. c) Suggest THREE improvements the company should make to its product landing page to convert high traffic into purchases		
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