


<b>Name:</b> <b>Enrolment No:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination July 2020</b>	
<b>Course: Mobile Analytics</b> <b>Program: B.Tech. CSE-BAO, Mobile Computing</b> <b>Course Code: CSIB460</b>	<b>Semester: VIII</b> <b>Time 03 hrs.</b> <b>Max. Marks: 100</b>
<b>Instructions: Attempt all the questions.</b>	

**Section-A: This section has multiple choice type questions. Each question carries 5 marks.**

Q.1. Which of the following are the key data recording options provided by the analytical tools:  
(Select the answers that apply) (CO1)

- a. Page views per annum
- b. Live updates of recorded visitors
- c. Integration to CRM consoles
- d. Visual playbacks

Q.2. Which of the following are HTML5 features?  
(Select the answers that apply) (CO2)

- a. Dynamic scrolling of banners
- b. Collapsible menus
- c. Predictive Search
- d. CSS support

Q.3. Choose the advantages of Mobile cloud computing?  
(Select the answers that apply) (CO3)

- a. Data Security
- b. Improving data reliability
- c. Extending battery lifetime
- d. Provide discounts and offers to the mobile users

Q.4. Which of the following features does the mobile operator analysis include?  
(Select the answers that apply) (CO2)

- a. Device performance analysis
- b. Subscriber level data usage
- c. Identification of peak hours
- d. Identification of worst handsets by network accessibility.

Q.5. What are the features of email marketing tools:  
(Select the answers that apply) (CO4)

- a. Firewalls
- b. Import/export of list of subscriber email address
- c. Log user activities
- d. Tracking the email campaigns

Q.6. Identify the objectives of email marketing:  
(Select the answers that apply) (CO4)

- a. Brand awareness
- b. Build existing and new customer relationship
- c. Enhance customer loyalty
- d. To analyze the subscriber web usage

**Section-B: This section has short answer type questions. Each question carries 10 marks.**

Q. 7. Discuss the need of mobile analytics with suitable example. (CO1)

Q.8. Discuss the various features and challenges of mobile solutions. Provide suitable example for clarification. (CO2)

Q.9 Discuss the categories of email marketing reports, take suitable example. (CO4)

Q.10. Define the following:

a) Click Heat Maps   b) Form Field Analytics   c) Link Analytics   d) Attention Maps (CO3)

Q.11. Write a brief note on mobile handset analysis. (CO2)

Or

Q.11. Write a brief note on mobile operator analysis (CO2)

**Section-C: This section has long answer type question of 20 marks.**

Q.12. Discuss a case study on “Mobile as next Customer Experience Frontier”.

Following points needs to explain for the same:

- a) Steps to create Mobile first customer experience
- b) Expectations of Customer with respect to Mobile Apps
- c) Customer End to End Journey
- d) Business Impact and Criticality with respect to Customer Engagement with Mobile Apps

Take a suitable example to clarify the above mentioned points. (CO1, CO2, CO3)