Name: Enrolment No:		UPES UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2020

Course: Social and Web Analytics	**Semester: IV**
Program: MBA(BA)	**Time: 03 Hours**
Course code: DSBA 8009	**Max. Marks: 100**

Instructions:

<div align="center">SECTION A</div>

		Marks	CO
Q 1	**Select appropriate option from the following:**	**(10 x 3 = 30)**	

	1. What setting must you enable to see data in Demographics and Interests Reports?
	    a. Content Grouping
	    b. Advertising features
	    c. User permissions on the view
	    d. In-Page Analytics
	
	2. Which report would best help you identify potential browser issues with your website traffic?
	    a. The Active Users report
	    b. The New vs Returning report
	    c. The Browser & OS report
	    d. The Source/Medium report
	
	3. How could you discover whether users were viewing your website on mobile devices?
	    a. The Exit Pages report under "Site Content"
	    b. The Landing Page report under "Site Content"
	    c. The Engagement report under "Behavior"
	    d. The Devices report under "Mobile"
	
	4. For each user who comes to your site, Google Analytics automatically captures which of the following Traffic Source dimensions?
	    a. Campaign and Keyword
	    b. Keyword and Ad Content
	    c. Source and Medium
	    d. All of the above
	
	5. Which report can show you how well particular sections of your website content performed?
	    a. Location report
	    b. Content Drilldown report
	    c. Frequency and Recency report
	    d. Top Events report
			CO1

6. Which report lists the pages of your website where users first arrived?
   a. Landing Pages report
   b. All Pages report
   c. Exit Pages report
   d. Pages report under Events

7. Which report should you use to check if users are exiting from important pages on your website?
   a. Landing Pages report
   b. All Pages report
   c. Exit Pages report
   d. Pages report under Events

8. What setting must you enable to see data in Demographics and Interests Reports?
   a) Content Grouping
   b) Advertising features
   c) User permissions on the view
   d) In-Page Analytics

9. Which report would best help you identify potential browser issues with your website traffic?
   a) The Active Users report
   b) The New vs Returning report
   c) The Browser & OS report
   d) The Source/Medium report

10. How could you discover whether users were viewing your website on mobile devices?
   a) The Exit Pages report under "Site Content"
   b) The Landing Page report under "Site Content"
   c) The Engagement report under "Behavior"
   d) The Devices report under "Mobile"
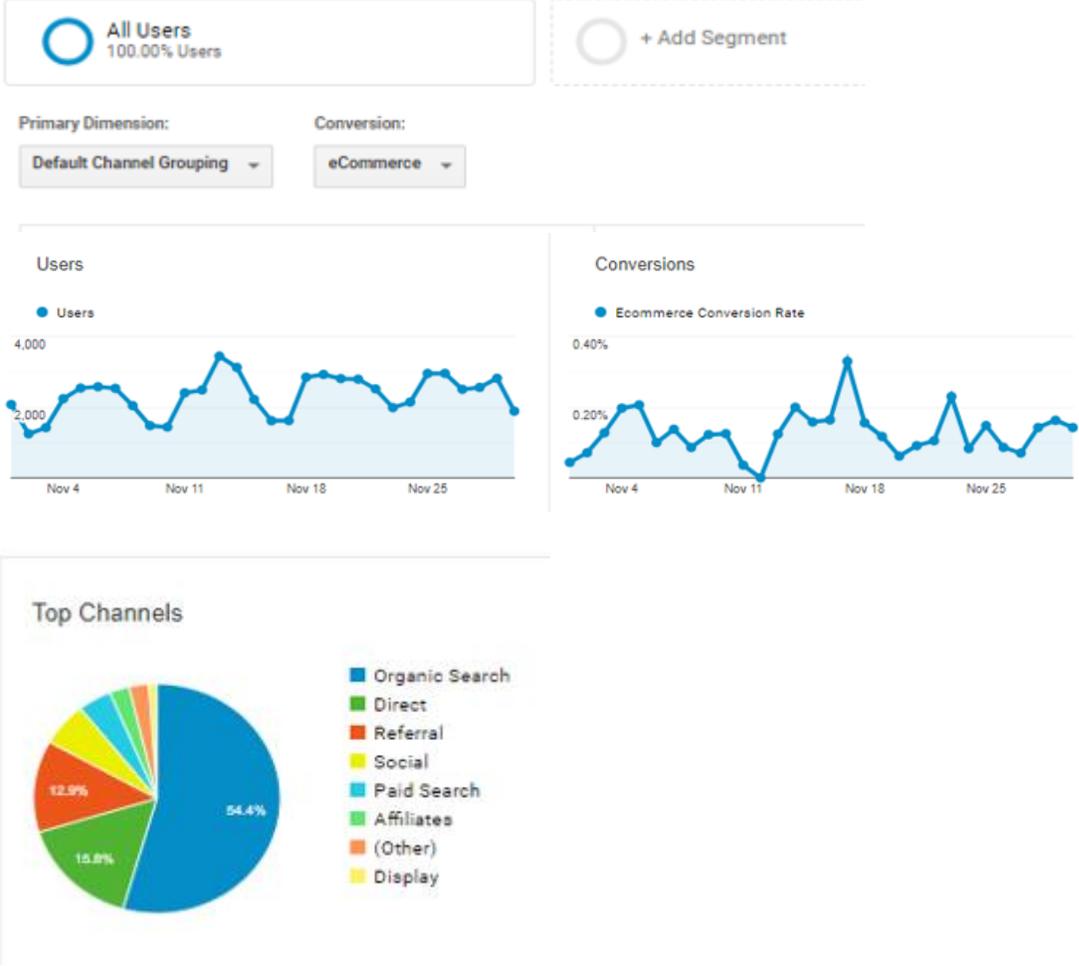
SECTION B

Attempt any 5 questions		5X10=50	
Q2.	Differentiate between Business goals and Google Analytics Goals.	**10**	**CO2**
Q3.	Describe the relationship between account, property and view.	**10**	**CO2**
Q4.	Describe three different campaign tags that help to identify specific information about the campaign traffic.	**10**	**CO2**
Q5.	Describe "digital analytics" and explain why it's important.	**10**	**CO2**
Q6	Describe which is more important – bounce rate or exit rate and why?	**10**	**CO2**
Q7	Describe the top channels google analytics uses to track your traffic sources.	**10**	**CO2**

	SECTION-C		
Q8.	What are the google analytics goals? Describe different types of google analytics goals.	**10**	**CO2**
Q9.	Describe the acquisition report in google analytics. Write the interpretation of below report:	**10**	**CO2**