Name: Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Social, Web and Mobile Analytics   Semester: VIII
Program: B.Tech.-CSE   Time: 03 hrs.
Course Code: CSBA 4013   Max. Marks: 100

Instructions: Attempt all questions.

SECTION A (5Qx4M=20Marks)			
S. No.		**Marks**	**CO**
Q1	How can I find out what type of content, such as videos, links or photos, works best for my audience?	[4]	CO1
Q2	We don't have a lot of money to invest; can we use social media analytics? Justify with examples.	[4]	CO2
Q3	How social media analytics can be used in education sector? Explain with hypothetical example.	[4]	CO3
Q4	What is sentimental analysis? Why it is used?	[4]	CO4
Q5	Differentiate between bounce rate and conversion rate.	[4]	CO2
SECTION B (4Qx10M= 40 Marks)			
Q6	What is web analytics? Explain various web analytics tools with proper examples.	[10]	CO4
Q7	Discuss few data mining techniques that can be used to analyze social media data? What will be the steps used in data preprocessing? Explain taking some real world example.	[10]	CO2
Q8	Define a Key Performance Indicator (KPI)? How is it difference from a metric? State KPI's goals and Targets.	[10]	CO1
Q9	Explain various techniques to measure social media campaigns. **OR** Illustrate the SMART methodology in context of social analytics.	[10]	CO3
SECTION-C (2Qx20M=40 Marks)			
Q10	Discuss the difference between Exit rate and bounce rate and solve the below numerical: Suppose a series of single session days on your website	[20]	CO3

is given as:

- Monday: Page B > Page A > Page C > Exit
- Tuesday: Page B > Exit
- Wednesday: Page A > Page C > Page B > Exit
- Thursday: Page C > Exit
- Friday: Page B > Page C > Page A > Exit

Calculate the % exit rate and bounce rate for each page.

OR

Write short notes on the following terms.
a) A/B (split) testing
b) Web crawling
c) Web 2.0
d) WAP

| Q11 | a) What is purchase funnel? How many stages are there in a purchase funnel? Explain its significance with a suitable example.

b) "Social media objective must be aligned with the business objectives". Do you agree with this statement? Provide a proper justification for your answer with suitable examples. Provide at least two examples. | **[20]** | **CO4** |