

Note: - Pl. start your question paper from next page

Name:		 UPES UNIVERSITY WITH A PURPOSE	
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2020			
Course: Social and Web Analytics Program: BBA(DM/E-Business) Course code: 100 Instructions: All Questions are Compulsory		Semester: IV Max. Marks: Time: 3 Hours	
SECTION A		(30 Marks)	
Q-1	Explain the following terms: a) User b) Session c) Cookie d) Avg. Session Duration e) Page View f) Traffic g) Bounce Rate h) Landing Page i) Exit rate j) Hits	10*2 =20	CO1
Q-2	The immediate purpose of analyzing digital analytics data is to: (a) Make better decisions about your business (b) Generate more revenue from your website (c) Define the ideal customers for your business (d) Drive more traffic to your website	2	CO1

Q-3	<p>If I want to have an estimate of the number of people who visited my website, which metric should I use?</p> <p>(a) Sessions</p> <p>(b) Unique visitors</p> <p>(c) Users</p> <p>(d) Hits</p>	2	CO1
Q-4	<p>Above all, the advantage of competitive intelligence is that it allows you to:</p> <p>(a) Measure your website data compared to your competitors</p> <p>(b) Measure your website data in a vacuum</p> <p>(c) See how much revenue your competitors are generating</p> <p>(d) See how fast your company is growing</p>	2	CO1
Q-5	<p>What would be a good way to segment your data?</p> <p>(a) Segment your primary geographic market</p> <p>(b) Segment based on Acquisition / Behavior / Conversion dimensions</p> <p>(c) Segment based on Recency, Frequency, and Monetary Value</p> <p>(d) All of the above</p>	2	CO1

Q-6	<p>Publishing ads through Facebook would fall under which media type?</p> <p>(a) Owned media, because of your Facebook Page</p> <p>(b) Social media channel</p> <p>(c) Paid media</p> <p>(d) Depends on the campaign parameters you add to your landing page link</p>	2	CO1
SECTION B (10*3 Marks Each -30 Marks)			
Q-1	Define Blogging along with Advantages and Disadvantages?	10	CO3
Q-2	Explain the need and importance of Social media Analytics for marketers.	10	CO2
Q-3	What is the influence of Social Networking Platforms on Socio-cultural aspects of society?	10	CO2
SECTION-C (20*2 Marks Each- 40 Marks)			

Q-1	<p>Indian banks and social media:</p> <p>The strategies of social media pioneers such as State Bank of India, YES Bank, HDFC Bank, and ICICI throw light on how banks are using social media effectively to drive better outcomes. Consistently ensuring high engagement on Twitter: Virtually every month, SBI figures among the top five Indian brands in terms of brand engagement on Twitter, as per the Economic Times Brand Equity Twitter Advertiser Index. SBI's campaigns, aimed at creating customer interest in digital services, saw high engagement from August 2017 to November 2017. A key aspect of SBI's strategy is timely posts that educate and inform customers. Using festive occasions to build goodwill: YES Bank used the 2017 Diwali season to run a Digital Diya campaign that encouraged the Indian community to contribute to spreading the light of financial literacy in rural India. The campaign invited users to visit a microsite to light digital diyas. Enthusiastic users responded by lighting one million digital diyas and the bank contributed an equal amount to spreading financial literacy, creating goodwill, and enhancing brand awareness. Making social media listening a core activity: In August 2017, HDFC Bank launched its in-house state-of-the-art Digital Command Centre (DCC) in Mumbai to listen, understand, and acquire valuable brand insights by monitoring customer conversations on social media. Using dedicated real-time dashboards, the DCC serves as a business intelligence tool for the bank, with its top management, central teams, and marketing department drawing upon its analysis. DCC insights help users realign campaigns and also take corrective action based on what influencers are saying on social media. Using social storytelling to market niche products: ICICI Bank's #FundYourOwnWorth campaign promotes a savings account with special benefits for women who want to empower themselves. The campaign smartly leveraged social media storytelling by using socially curated real-life stories of successful women to sell a niche financial product, while also building brand affinity among working women.</p>		CO5
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	<p>(a) With reference to the above case study, why are banks making their Social media presence to a greater scale than before?</p> <p>(b) Comment on the ICICI bank's social story telling initiative. How can this be advantageous to the bank?</p>	<p>20*2 =40M</p>	<p>CO5</p>
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