


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Course: Social Analytics **Semester: VIII**
Program: B.Tech (Hons.) Computer Science and Engineering (BAO/CCVT/OSOS)
Time 03 hrs.
Course Code: CSBA4006P **Max. Marks: 100**

SECTION A

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q1	_____ helps to enable rich analysis and capabilities to measure the social media impact, segment audiences and also provides insight into the critical business functions such as marketing, customer service, product development and supply chain Visual-elements a) Omniture b) Webtrends c) IBM Social Media Analytics d) Coremetrics	CO1
Q2	The _____ model facilitates a resource sharing and cross-functional communications to happen to those at the edge of the organization. a) Hub and Spoke b) Centralized c) Distributed d) De-Centralized	CO2
Q3	Irrelevant landing pages can increase the value of _____. a) Page View b) Depth of View c) Bounce Rate d) %Exit	CO3
Q4	The length of time a user spends on a website in a single visit is called as _____. a) Bandwidth b) Transaction c) Session d) Duration	CO4

Q5	Which report logs the details under the user profile, every time the user in your contact list receives or opens or clicks some call to action links in the sent email? a) Automatic Event Logging Report b) Device Usage Report c) Engagement Report d) Click Track Report	CO5
Q6	----- analysis helps in observing and knowing where users spend most of their time in a given page along with the location till where has the user scrolled the page. a) Heat Maps b) Link Analytics c) Form Analytics d) Attention Maps	CO5
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short / brief notes		
Q 7	Explain all four pre-defined dashboards used for social media analytics in IBM Cognos.	CO1
Q 8	What is the importance of business (enterprise) mashups gained from social media? Explain the process of creating purchase funnel.	CO2
Q 9	Which parameters are to be analysed towards the difference of website usage and mobile app usage for the customer engagement for a portal like Amazon?	CO3
Q 10	Describe the benefits of different tools used for real time messaging, maintaining customer database information and customer retention.	CO4
Q 11	Explain the importance of data archiving of page views per annum towards social media analytics.	CO5
Section C		
1. Each Question carries 20 Marks. 2. Instruction: Write long answer.		
Q12	How does content market influencing all other markets related to products and services? What is the role of mobile applications for same media towards enhancement of content? Discuss the future of content streaming amongst youth. OR How does the marketing campaign shall boost the sales of any product or service in the virtual domain? Discuss the importance of multi-channel campaign optimization, budget & objectives towards the same.	CO4