

| Name: | |  | |
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| Enrolment No: | | | |
| UPES End Semester Examination, May 2023 | | | |
| Course: Social Media and Web Analytics Program: B.Tech CSE Course Code: CSBA4013P | | Semester: 8 Time : 03 hrs. Max. Marks: 100 | |
| Instructions: Support your answers with suitable examples and diagrams wherever necessary. | | | |
| SECTION A (5Qx4M=20Marks) | | | |
| S. No. | | Marks | CO |
| Q1 | List the best strategies for social media data collection. | 4 | CO1 |
| Q2 | Draw comparison between between the two types of web analytics. | 4 | CO3 |
| Q3 | List the four pre-defined dashboards for Social Media Analytics. | 4 | CO4 |
| Q4 | Describe the role of influencers in social media campaigning. | 4 | CO2 |
| Q5 | List the requirements of Goal Integrated Platforms w.r.t Social Media Integration. | 4 | CO5 |
| SECTION B (4Qx10M= 40 Marks) | | | |
| Q1 | Discuss the basic activities of Social Analytics . | 10 | CO1 |
| Q2 | Write a note on IBM Social Media Analytics encompassing the features and benefits of this platform. | 10 | CO2 |
| Q3 | Draw comparison between Social Media and Mobile Analytics. | 10 | CO5 |
| Q4 | Describe the SMART Methodology. | 10 | CO3 |
| SECTION-C (2Qx20M=40 Marks) | | | |
| Q1 | Explain the following terms used in Web Analytics: (2marks each) a. Entry page b. Exit page c. Page d. Page view e. After Click Tracking (ACT) f. Click-through rate (CTR) g. Visitor Session | 20 | CO1 |

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| | <p>h. Hit Bounce Rate Average Lifetime Value (ALV) i. Conversion j. Conversion Rate</p> <p style="text-align: center;">OR</p> <p>Assume you have a startup / business. Write a note on your most preferred social media platform for promoting your business. Discuss the various strategies that you would leverage to advertise and promote your business.</p> | | |
| Q2 | <p>Elaborate the advantages of Mobile Computing. (10marks) Discuss how Mobile is the next Customer Experience Frontier. (10marks)</p> | 20 | CO5 |