



Paper ID : 250423

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MBA
(SEM IV) THEORY EXAMINATION 2024-25
SOCIAL MEDIA AND WEB ANALYTICS

TIME: 3 HRS

M.MARKS: 100

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20

Q no.	Question
a.	Define Social Media Analytics. Mention its two advantages.
b.	What are web logs and web beacons?
c.	Discuss two KPIs used in web analytics.
d.	What is post-performance analysis on Facebook?
e.	Differentiate between paid traffic and organic traffic.
f.	Describe JavaScript tags and their role in data capture.
g.	Explain bounce rate and how it can be improved.
h.	What are the benefits of conducting a site visit for analytics?
i.	Describe any three building block terms in web analytics.
j.	Explain how social networks influence web data.

SECTION B

2. Attempt any three of the following: 3 x 10= 30

Q no.	Question
a.	Explain how ISPs help in competitive web data measurement?
b.	Describe how A/B testing works in a digital campaign.
c.	Justify the importance of Social Media Analytics for businesses.
d.	How can Facebook demographics aid in campaign targeting?
e.	Illustrate how post-visit surveys can help to improve user experience.

SECTION C

3. Attempt any one part of the following: 10 x 1 = 10

a.	Analyze the role of social media platforms in transforming digital marketing strategies.
b.	Evaluate the advantages and limitations of web analytics in organizational decision-making.

4. Attempt any one part of the following: 10 x 1 = 10

a.	Analyze in detail the data capturing techniques used in web analytics. Give examples.
b.	Discuss social networks perspective using nodes, ties, and influencers.

5. Attempt any one part of the following: 10 x 1 = 10

a.	Analyze the importance of bounce rate, average session time, and traffic source reports.
b.	Evaluate the application of natural language processing (NLP) techniques in micro-text analysis for social media data.

6. Attempt any one part of the following: 10 x 1 = 10

a.	Analyze different social media platforms for social campaign success (Twitter, Instagram, LinkedIn, etc.).
b.	Develop a campaign performance report using Google Analytics and AdWords.

7. Attempt any one part of the following: 10 x 1 = 10

a.	Analyze the role of heuristic evaluations in identifying usability issues and improving website design.
b.	Evaluate how surveys contribute to improving customer satisfaction on websites. Give examples to support your answer.