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MBA
(SEM IV) THEORY EXAMINATION 2023-24
SOCIAL MEDIA AND WEB ANALYTICS

TIME: 3 HRS

M.MARKS: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

a.	Explain the concept of conversion metrics in Web Analytics.	02
b.	Define Social Media Analytics (SMA) and its importance in today's digital landscape.	02
c.	Briefly discuss the significance of cookies in web analytics.	02
d.	Define the term "nodes" in the context of social networks.	02
e.	Define the term "hits" in web metrics and analytics	02
f.	What is the purpose of online surveys in web analytics?	02
g.	Discuss one privacy issue associated with the implementation of Google Analytics.	02
h.	Define Facebook Analytics.	02
i.	Briefly describe the limitations of Web Analytics 1.0.	02
j.	Explain the role of surveys in gathering data for website analysis.	02

SECTION B

2. Attempt any three of the following:

3 x 10 = 30

a.	Discuss the advantages and limitations of Web Analytics for organizations.	10
b.	Discuss the role of organizational structure in data collection and web analytics.	10
c.	Describe the process of A/B testing in web analytics. How can A/B testing help in optimizing website performance?	10
d.	Analyze the role of Google Analytics in digital marketing. Explain its working mechanism, implementation technology, and limitations.	10
e.	Evaluate the importance of website traffic analysis in understanding user behavior and optimizing website performance. Discuss traffic trends, site overlap, and opportunities identified through website traffic analysis.	10

SECTION C

3. Attempt any one part of the following:

1 x 10 = 10

a.	Analyze the role of Social Media Analytics in different social media platforms like Facebook, Twitter, and LinkedIn.	10
b.	Discuss the significance of Social Media Analytics (SMA) in both small and large organizations. Compare and contrast how SMA strategies differ based on the size of the organization.	10

4. Attempt any one part of the following:

1 x 10 = 10

a.	Analyze the importance of outcome data such as e-commerce, lead generation, and brand advocacy in web analytics.	10
b.	Compare and contrast the effectiveness of web logs, web beacons, and packet sniffing in capturing relevant data. How can organizations leverage these techniques to improve their online presence?	10

5. Attempt any one part of the following:

1 x 10 = 10

a.	Explain the concept of key performance indicators (KPIs) in web analytics in	10
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	detail.	
b.	Discuss the significance of bounce rate in web analytics. How can a high bounce rate negatively impact a website's performance? Suggest strategies to reduce bounce rate and improve user engagement.	10
6.	Attempt any <i>one</i> part of the following:	1 x 10 = 10
a.	Evaluate the importance of organic and paid traffic in the context of website traffic categorization. How does each category contribute to overall digital marketing strategy effectiveness?	10
b.	Discuss the significance of AdWords in digital marketing campaigns. How does it complement Facebook Analytics and other social media platforms?	10
7.	Attempt any <i>one</i> part of the following:	1 x 10 = 10
a.	Analyze the limitations of Web Analytics 1.0 and discuss the introduction of Web Analytics 2.0.	10
b.	Explain the steps involved in creating and running a survey and discuss the benefits of using surveys as a data collection method.	10

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