



Paper ID : 250423

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Subject Code: KMBNKM05

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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**

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|----|--|
| 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. |