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Paper Id: 236958

Sub Code: KMBNMK-05
Roll No.

MBA
(SEM IV) THEORY EXAMINATION 2022-23
SOCIAL MEDIA AND WEB ANALYTICS

Time: 3 Hours *Total Marks: 100*

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

SECTION A

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

(a) Describe Brand Awareness?
(b) What is Demographic Info?
(c) What are Online Surveys?
(d) Define Search Engine Marketing?
(e) What is Organic Search.
(f) Describe Engagement Metrics for Content Drill down.
(g) Describe social media campaign.
(h) What is Organic Traffic?
(i) Describe Error Prevention in Heuristic Evaluation.
(j) What is Hybrid Data.

SECTION B

2. Attempt any *three* of the following: **10x3=30**

(a) What is social media? Describe Common features of social media?
(b) Describe Nodes and Ties in a Social Network?
(c) Describe how is bounce rate is calculated for a website and its Pages?
(d) What are Facebook Analytics? Discuss about the UTF Parameters in Facebook?
(e) Describe Jakob Nielsen's 10 Heuristic Evaluation?

SECTION C

3. Attempt any *one* part of the following: **10x1=10**

(a) Describe use of Social Media Analytics for Small Organization?
(b) Describe disadvantages of Google Analytics?

4. Attempt any *one* part of the following: **10x1=10**

(a) Describe Process that how to collect data in web analytics?
(b) What is Internet Highway? Describe working and importance of Internet Highway?

5. Attempt any *one* part of the following: **10x1=10**

(a) Define Real Time Report. Elaborate that how to find Real time Reports in Google Analytics?
(b) Describe Methods of Split Testing or Bucket Testing in detail?

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6. **Attempt any *one* part of the following:** **10x1=10**

(a) Describe how does Facebook Measure Post Performance?

(b) What is Sampling Distortion? Describe limitation of Google Analytics?

7. **Attempt any *one* part of the following:** **10x1=10**

(a) What do you understand by Audience Overlap? Elaborate it.

(b) What is Panel Data? Describe Competitive Intelligence data sources?

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