

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATION, January -2022

SET A

Course Name	Web analytics and social media	Course Code	BA-503
Max. Time	2 hours	Max. Marks	40

INSTRUCTIONS

- This is a closed book Exam.
- The maximum plagiarism percentage allowed would be less than equal to 20%.
- A penalty will be applicable for breaching plagiarism more than 20%.
(Plagiarism penalty rules are as follows: -
>20% to <=30% will lead to 5 marks deduction;
>30% to <=40% will lead to 10 marks deduction and
>40% will lead to 15 marks deduction)
- All questions are compulsory.
- Read the questions carefully and provide precise and point-wise answers.

Q1: Consider a Twitter dataset for containing fields: - Tag Id, Hashtag Name, Account Name, User location, User Time Zone, Gender, Language, Country, Location, tweets, Text for Sentiment, Emoticons, likes, Date, Time, Day, Month, Year, Hours, Minutes, Longitude, Latitude and Number of Followers. Based on the given twitter dataset **(2 * 5 marks)**

- Describe the useful visualizations for the Business Intelligence industry.
- Discuss how can brands or agencies utilize this twitter dataset to increase its reach using Tableau BI and visualization tools.
- List and justify the fields that can constitute 'Measures' and 'Dimensions' for this analysis.
- State the best reason for preferring the feature 'extract' instead of a 'live connection'?
- Explain what is meant by a 'story' in Tableau?

Q2: Answer the following **(5 +5 marks)**

- The I&B ministry has announced plans to set up a social media communication centre and dispatch executives to each of India's 716 districts to monitor online postings. The monitoring system, once in place, will be able to read, contextualize, and respond to information in most Indian and foreign languages, as well as provide a "360-degree

perspective of the customer" by merging CRM data with social profiles. The system will personalize responses based on customer loyalty and previous activities, as well as help the industry discover influencers using measures like follower count.

Explain the concept of influencers, followers count and how this platform would help the Government.

- b) LinkedIn is an important part of social media that can boost your business if approached properly. Explain key uses of LinkedIn, that few businesses are employing to strengthen themselves.

Q3: The bounce rate was at an all-time high for a global leader in the B2C marketplace. The company used traditional market research, specifically focus groups to figure out what was making online customers leave. The sample that the company was able to collect from this traditional form of market research was not homogeneous. The results were not generalizable because they were unable to incorporate young clients in their investigation. Secondly, while many various concerns were discussed in the focus groups, the organization still didn't know what was causing the high bounce rates. As an analyst, **(5 +5 marks)**

- a) What resources, tools and methodology would you use to conduct the analyses to understand the reasons causing bounce from the website without converting.
- b) What useful visualizations, KPIs and insights can be delivered by applying the analytical tools

Q4: Using a suitable example explain the factors that determine how Google regulates the ranking of ads and CPC calculation among bidders for limited slots. Describe the different stages of a marketing or sales funnel after displaying the advertisement on search engine. **(10 marks)**
