

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM / PGDM (M) / PGDM (SM)**

**FIFTH TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, JANUARY-2022**

**SET B**

Course Name	<b>Web Analytics and Social Media</b>	Course Code	<b>BA-503</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40</b>

**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, tweet\_url, created\_at, text, lang, retweet count, hashtags, number of records. Based on the given twitter dataset **(5+5 marks)**

- Describe the useful visualisations that can be generated to help a BI industry.
- Using the BI and visualisation tools, discuss how brands or agencies may use this Twitter dataset to expand their reach.

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

- Instagram analytics plays an important role in e-commerce for retrieving useful information about a product or service. Customer Analysis has become the key function of social media analytics. Discuss how is the customer analytics on social media utilized in order to improve business decision making?
- If a website owner has given you the detailed report of Wix analytics, how would you help him to plan for higher ROI as well as higher uses views on the website? Comment.

Q3: Answer the following **(5+5 marks)**

- c) Explain what is website link building, why does it matter and how have major Google updates impacted SEO?
- d) List the major SEO ranking factors? Discuss the ways to maximize the frequency with which your site/page is crawled by the search engines? Also, list out what are the common SEO mistakes?

Q4: Answer the following **(5+5 marks)**

- a) Can the negative event about a product/brand/personality be reduced considerably with social media? Comment. Explain the concept of online reputation management (ORM) with a suitable example.
- b) Explain the various tools involved in external and internal communication used for ORM.

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