

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2021-23)
END TERM EXAMINATIONS, FEBRUARY 2023

Set-1

Course Name	Web and Social Media Analytics	Course Code	20830
Max. Time	2 Hours	Max. Marks	40 MM

INSTRUCTIONS:

Note: All questions are compulsory. Read the questions carefully and provide precise and point-wise answers.

1. Describe how CHROs can leverage LinkedIn data and insights to address any 5 important questions they face in talent analytics. **(8 marks)**

2. For a successful B2C ecommerce store, the bounce rate was recorded at an all-time high. Focus groups were employed by the company as traditional market research methods to identify the underlying issues driving online shoppers away. The sample that the business was able to gather through this conventional kind of market research was not uniform because they were unable to include all employment types and locations in their analysis; the findings could not be generalized. Secondly, despite the fact that the focus groups covered a wide range of issues, the organization was still unsure of the reason for the high bounce rates. In the current scenario, as a web and social media analyst, **(4*3 marks)**
 - a) Suggest the required fields in the dataset that should be captured and tracked to provide the solution for the above problem.
 - b) Explain how different visualizations/dashboards (using different analytical tools) can be used to infer the root cause to improve bounce rates.
 - c) State how you would establish the digital strategy so that website visitors do not leave without making a purchase (using the same budget).

3. Fin-Influencers are creating ripples in personal finance space and educating common people through interesting YouTube videos. Three popular Fin-Influencers - Akshat Shrivastav, Sharan Hegde and Rachna Ranade were selected. Akshat Shrivastav and Sharan Hegde are ex-management consultants and Rachna Ranade is a Chartered Accountant. Five recent YouTube videos of each fin-influencer were selected and data of these videos was collated to arrive at given charts (Figure1). **(4*3 marks)**

• Akshat • Sharan • Rachna

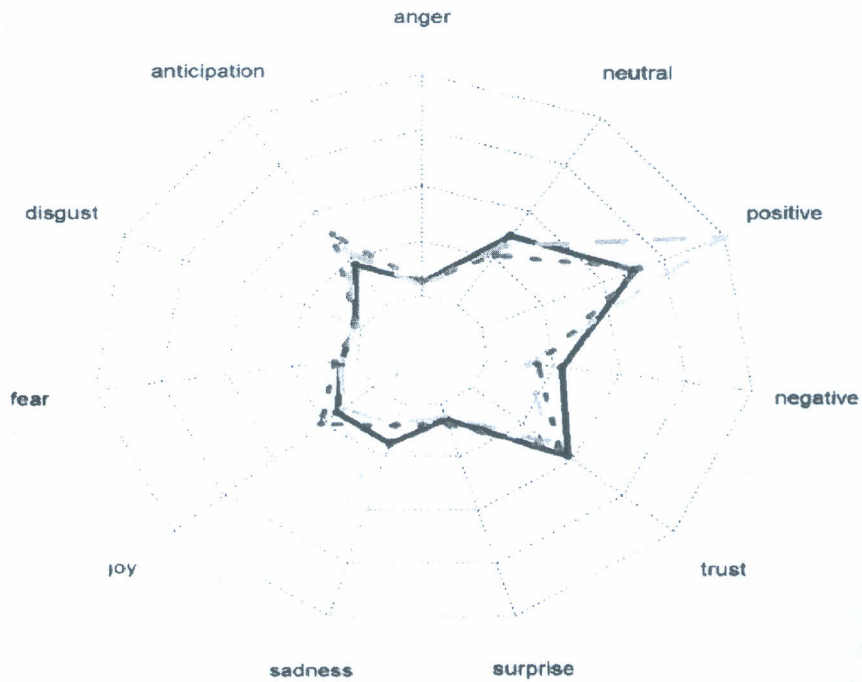


Figure 1: Sentiment Web

- Interpret the sentiment scores on Positive, Negative and Neutral sentiments for each fin-influencer to generate business insights? Comment in 50 words.
 - Suggest video story guidelines for each fin-influencer based on the given sentiment web?
 - According to you, which influencer needs to improve more in comparison to the other two and on what sentiments?
4. Social networking analysis (SNA) is being increasingly used by organizations. Briefly explain how it's properties in can be used to analyze and solve business-related problems. **(8 marks)**