Online PGDM

Second Year, Trimester V, Sep 2024

Course Name : Social Media and Web Analytics   **Max Marks : 70**

Course Code : 5115   **Max Time : 2 hrs**

Instructions for Students:

All the questions are compulsory

All the objective types question carries 1 mark

For Section C: Subjective Type Questions Q1 Excel Data set (Data_ecomm.xlsx) is used.

Section A: Objective Type Questions   **Max. Marks-20**

Q1. Calculate the E-commerce conversion rate where the total e-commerce transactions are 1500 and total website sessions are 1,50,000.

Q2. State one difference between Off-site Analytics and On-site analytics.

Q3. What do you mean by organic search?

Q4. What is Cart Abandonment? State one reason for the same.

Q5. What is the difference between the home page and the landing page?

Q6. Classifying content in social media happens through an activity such as
  A. Alphabetizing
  B. Tagging
  C. Mapping
  D. Line up
  E. None of the above

Q7. The objectives for web analytics are likely to concern
A. Facebook messages
B. Personal Blog activity
C. Social Media ROI
D. Measurement of website performance

Q8. Which ONE of the following is based on user-generated media, mainly investigating earned media?
A. Web site analytics

B. Social media monitoring

C. Log file analysis

D. Web counters

Q9. Which of the following is the odd one out?

A. Share of conversation

B. Bounce rate

C. Impressions

D. Visitors

Q10. How is site traffic useful in evaluating marketing?

A. Overall site traffic can be followed, and a general idea of marketing's impact on it can be determined

B. There is no correlation between site traffic and marketing

C. Ads can send receivers to a specific landing page, which can be tracked

D. Product sales from the company website can be attributed directly to the marketing campaign

Q11. If a visitor visits a page once in the morning and once in the evening, this user is counted as a single visitor or not.

Q12. What is a single-page session on your site known as?

Q13. In a month, 2,000 users purchased something from the site from a total of 100,000 visited to calculate the site's conversion rate.

Q14. From the below-mentioned information:

- Monday: Page B > Page A > Page C > Exit
- Tuesday: Page B > Exit
- Wednesday: Page A > Page C > Page B > Exit
- Thursday: Page C > Exit
- Friday: Page B > Page C > Page A > Exit

Calculate the Exit rate for Page A.

Q15.Define the term page views and explain with an example.

16. To identify the users, web analytics tools need to report on?

A. user sessions

B.   Unique users

C.   Page Views

D.   All are correct

17. Which of the following methods is used to identify user sessions?

A. IP address

B. authenticated user

C. user agent

D. All are correct

18. The most common user identification technique is via?

A. Sessions

B. Cookies

C. Segmentation

D. page views

19. The focus of web analytics is to understand the?

A. users of a site

B. User behavior

C. User activities

D. All are correct

20. The immediate purpose of analyzing digital analytics data is to:

A. Make better decisions about your business

B. Generate more revenue from your website

C. Define the ideal customers for your business

D. Drive more traffic to your website

Section B: Subjective Type Questions (Short Answer Questions)   Max. Marks-10

Q1. HDFC Bank uses purchase history and social media analytics to offer credit cards to customers and evaluate this procedure's contribution to reducing future credit card defaulters.   **5 marks**

Q2. When we looked at LinkedIn data, we found that in the last five years around the globe, there has been an increase in the number of HR professionals who list analytics skills and keywords on their profiles. In tech software, over nine employees leverage analytics in HR on average compared to six at the average finance company. HR data analytics can help answer many of the critical concerns CHROs must deal including workforce diversity, geolocation decisions, hiring strategy, competitive benchmarking, workforce planning, and employer branding. Comment. **5 marks**

Section C: Subjective Type Questions (Long Answer Questions)   **Max.Marks-40**

Q1.   Please   find   the   data   below   per   the   Excel   sheet(data_ecomm)**.**
(10 Marks)

a) Comment on the country with the highest and lowest monetary spending, mentioning the amount of spending.

b) Is there any relation between recency rank and amount (monetary spending)? Comment

c) Analyze the customer segment in different countries.

d) Customers in Italy are more frequent buyers than the United Kingdom. Is this statement True or False?

e) Analyze the relationship between the residing country and the customer's total lifetime spending.

Q2. The sentiment analysis of Nike and Puma is given below. How can this sentiment score be used by any new entrant in the market dealing with sports shoes? **(10 Marks)**
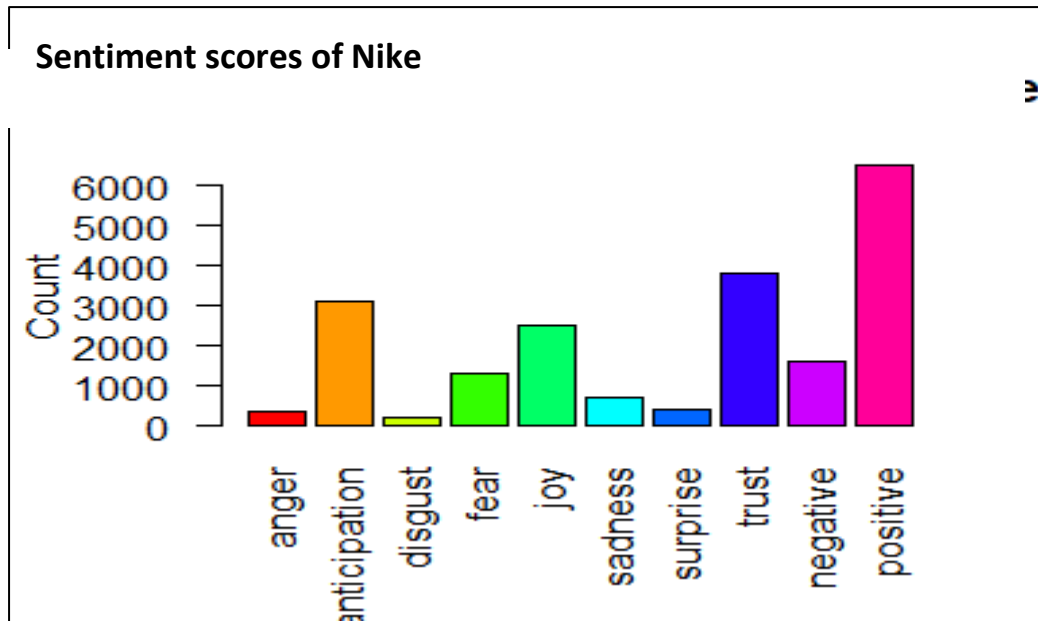
Sentiment scores of Nike

Figure 1: Sentiment score of Nike

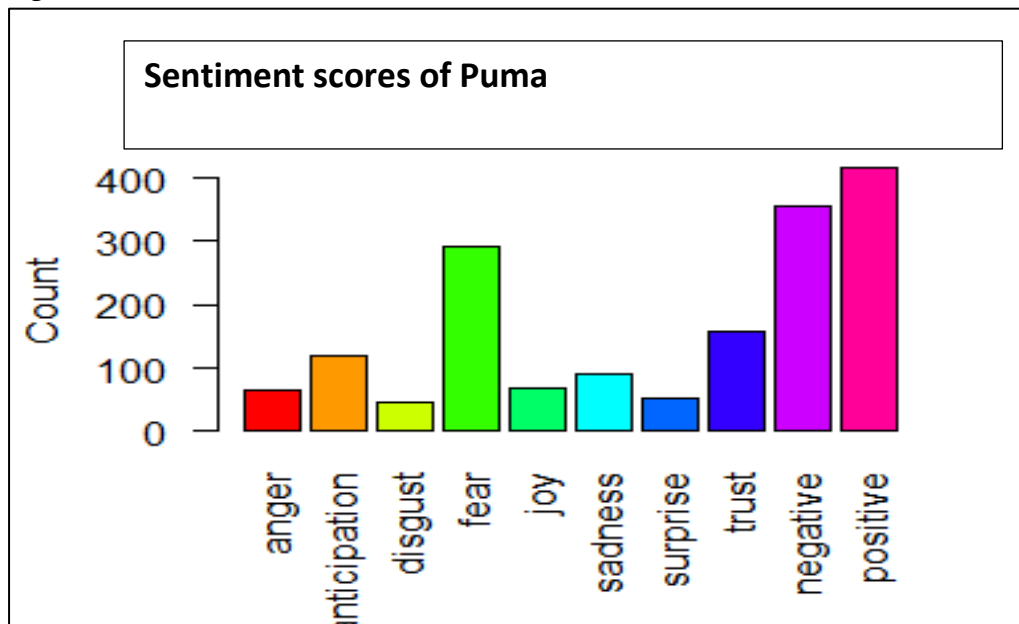## Sentiment scores of Puma

Figure 2: Sentiment score of Puma

Q3. Ananta Hospital is a new hospital started in Udaipur (Raj). The hospital must promote itself on social media platforms like LinkedIn, Facebook, and Instagram. They want to measure, analyse, and understand social network metrics for meaningful insights. Explain the social metrics they will get and how they will utilize these insights to generate awareness among their target customers. (**10 marks).**

Q4. @_RailMinIndia_ _plz, plz help in train no 18030. One male passenger is harassing me at Shegaon. I am on a train terrified — ABC (@ABC1)_ _November 26, 2019._

Why have Indian railways started this service? How can this service help individual passengers and, at the same time, develop trust in government services? **(10 Marks)**