

FIRST SEMESTER EXAMINATION, 2022 – 23
M.Tech. I Yr: Computer Science & Engineering
WEB ANALYTICS AND DEVELOPMENT

Duration: 3:00 hrs**Max Marks: 100**

Note: - Attempt all questions. All Questions carry equal marks. In case of any ambiguity or missing data, the same may be assumed and state the assumption made in the answer.

Q 1.	Answer any four parts of the following. a) Explain types of social networks b) What are the different ways to develop a web analytics strategy c) What is Clickstream. Discuss its commercial applications. d) Explain the Brief history of Web Analytics. e) What is the information visualization tools? f) What is traditional analytics?	5x4=20
Q 2.	Answer any four parts of the following. a) What are Web Analytics? b) Explain the different strategies to solve common business problems with analytics solutions. c) What are the various key components of diffusion theory. d) Difference Between Google Analytics and Piwik. e) What Is Link Analysis? How Does Link Analysis Work? f) What are the ways to enhance traffic on a website?	5x4=20
Q 3.	Answer any two parts of the following. a) What is the importance of link analysis in SEO. Explain Hubs and Authorities b) Comparison between Web 1.0, Web 2.0 and Web 3.0 with examples. c) What do you understand by the bounce rate of a website? What is considered a good bounce rate?	10x2= 20
Q 4.	Answer any two parts of the following. a) Explain briefly CRISP-DM Methodologies. b) Discuss page rank algorithm with example. c) What is the difference between clicks and visits of a website on Google Analytics?	10x2= 20
Q 5.	Answer any two parts of the following. a) Explain the purpose of online survey with its benefits and give the details of different online survey tools. b) What are the main goals of Google Analytics? What is the future scope of web analytics for a business? c) What is the IT business Strength? What do you understand by basic measures for individuals	10x2= 20