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NMAM INSTITUTE OF TECHNOLOGY, NITTE

(An Autonomous Institution affiliated to VTU, Belagavi)

VII Sem B.E. (CSE) Mid Semester Examinations- II, October 2016

13CS729 - SOCIAL AND WEB ANALYTICS WITH LAB (SWA)

Duration: 1 Hour Max. Marks: 20

Note: Answer any One full question from each Unit.

		Unit – I	Marks	BT*
1.	a)	Identify the common Social Business Objectives.	4	L1
	b)	Explain with an example the following in Social and Web Analytics. i) Bounce rate iii) Conversion rate		
		ii) Exit rate iv) Engagement	6	L4
2.	a)	Identify the benefits gained from measuring Micro Conversions.	3	L1
	b)	Explain the tactics to find out best web and social media metrics.	4	L2
	c)	Analyze the following specific KPIs. i) Influence ii) Impact	3	L4
		Unit – II		
3.	a)	Explain with an example the Sentiment Analysis process.	5	L2
	b)	Analyze Competitive Intelligence Analysis.	5	L4
4.	a)	Analyze the following in Social Media Analytics. a) Relationships. b) Search and Keyword Analysis. c) Dashboards.	6	L4
	b)	Identify the issues in Social Media Content Creation.	4	L2
	5)	dentity the 133de3 in 300idi Media Oontent Oreation.		LZ