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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.   1. Relationships. 2. Search and Keyword Analysis. 3. Dashboards. | 6 | L4 |
|  | b) | Identify the issues in Social Media Content Creation. | 4 | L2 |
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BT\* Bloom’s Taxonomy, L\* Level