



Faculty of Management Studies

End Semester Examination May 2025

MS3ED08 Social & Web Analytics

| | | | |
|------------------|-----------|------------------------------|------|
| Programme | : BBA | Branch/Specialisation | : - |
| Duration | : 3 hours | Maximum Marks | : 60 |

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))

Marks CO BL

Q1. What is the fundamental reason for using SMA?

1 1 1

| Rubric | Marks |
|--|-------|
| To analyse customer behaviour and trends | 1 |

- ☐ To spy on competitors
☐ To replace human decision-making

☒ To analyse customer behaviour and trends
☐ To increase personal social media followers

Q2. Which of the following is not an impact of social media on business?

1 1 1

| Rubric | Marks |
|-------------------------------|-------|
| Decreased customer engagement | 1 |

- ☐ Increased brand awareness
☐ Improved customer service

☒ Decreased customer engagement
☐ Enhanced data-driven decisions

Q3. What is the primary purpose of social network analytics?

1 2 1

| Rubric | Marks |
|--|-------|
| Understanding user behaviour and connections | 1 |

- ☐ Selling products online
☐ Removing fake accounts

☒ Understanding user behaviour and connections
☐ Increasing website traffic

Q4. What does "centrality" measure in network analysis?

1 2 1

| Rubric | Marks |
|-------------------------------------|-------|
| Importance of a node in the network | 1 |

- ☐ Number of likes on a post
☐ The distance between two accounts

☒ Importance of a node in the network
☐ Total followers of a page

Q5. Click stream analysis helps in-

1 3 1

| Rubric | Marks |
|---|-------|
| Analysing user navigation patterns on a website | 1 |

- ☒ Analysing user navigation patterns on a website
☐ Writing website content

☐ Increasing ad revenue
☐ Finding competitors

Q6. What is sentiment analysis used for?

1 3 1

| Rubric | Marks |
|--|-------|
| Understanding user emotions from text data | 1 |

- ☒ Understanding user emotions from text data ☐ Tracking website visits
☐ Measuring keyword effectiveness ☐ Increasing email open rates

Q7. What is the primary purpose of data processing in analytics?

1 4 1

| Rubric | Marks |
|--|-------|
| To convert raw data into meaningful insights | 1 |

- ☒ To convert raw data into meaningful insights ☐ To delete unnecessary data
☐ To increase website speed ☐ To create advertisements

Q8. Which of the following is a key step in data visualization?

1 4 1

| Rubric | Marks |
|----------------------------|-------|
| Creating charts and graphs | 1 |

- ☐ Collecting raw data ☒ Creating charts and graphs
☐ Increasing sales figures ☐ Writing promotional content

Q9. What does Facebook Analytics help track?

1 5 1

| Rubric | Marks |
|------------------------------|-------|
| Page audience and engagement | 1 |

- ☐ Competitor analysis ☒ Page audience and engagement
☐ Employee salaries ☐ Customer complaints

Q10. Engagement rate measures-

1 5 1

| Rubric | Marks |
|---|-------|
| User interactions with a post (likes, comments, shares) | 1 |

- ☐ Cost of running an Ad ☐ The number of followers gained per month
☐ The total number of website visitors ☒ User interactions with a post (likes, comments, shares)

Section 2 (Answer all question(s))

Marks CO BL

Q11. What is social media analytics?

2 1 1

| Rubric | Marks |
|---------------------|-------|
| 2 marks for Meaning | 2 |

Q12. Why do large organizations invest in social media analytics?

3 1 1

| Rubric | Marks |
|--|-------|
| 3 marks for the Reason why large organizations invest in SMA | 3 |

Q13. (a) Discuss the key applications of SMA in various industries.

5 1 1

| Rubric | Marks |
|------------------------------------|-------|
| 5 marks for the application of SMA | 5 |

(OR)

(b) How can social media analytics help in improving customer engagement and customer satisfaction?

| Rubric | Marks |
|--|-------|
| 5 marks for the reason why SMA helps in improving Customer engagement and satisfaction | 5 |

Section 3 (Answer all question(s))

Marks CO BL

Q14. What do you mean by nodes and edges in a social network?

3 2 2

| Rubric | Marks |
|---------------------|-------|
| 3 marks for meaning | 3 |

Q15. (a) Explain how social network analysis can be applied in business intelligence.

7 2 2

| Rubric | Marks |
|--|-------|
| 7 marks for social media analysis applications | 7 |

(OR)

(b) Discuss different types of network models used in social media analytics.

| Rubric | Marks |
|-------------------|-------|
| 7 marks for types | 7 |

Section 4 (Answer all question(s))

Marks CO BL

Q16. What are the functions of web crawling?

4 3 2

| Rubric | Marks |
|-----------------------|-------|
| 4 marks for functions | 4 |

Q17. (a) Explain the role of web analytics in improving digital marketing strategies.

6 3 2

| Rubric | Marks |
|---|-------|
| 2 marks for digital marketing strategies and 4 marks for role | 6 |

(OR)

(b) What is A/B testing? Provide an example of its application.

| Rubric | Marks |
|---|-------|
| 2 marks for meaning and 4 marks for application | 6 |

Section 5 (Answer all question(s))

Marks CO BL

Q18. Explain the role of link prediction in social network analytics.

3 4 2

| Rubric | Marks |
|------------------|-------|
| 3 marks for role | 3 |

Q19. (a) Discuss different types of data visualization techniques.

7 4 2

| Rubric | Marks |
|----------------------------|-------|
| 7 marks for types one each | 7 |

(OR)

(b) Explain the process of data processing and its importance in analytics.

| Rubric | Marks |
|--|-------|
| 4 marks for process and 3 marks for importance | 7 |

Section 6 (Answer any 2 question(s))

Marks CO BL

Q20. Discuss the key features of Google Analytics and its impact on social media campaigns.

5 5 2

| Rubric | Marks |
|--|-------|
| 3 marks for key features of Google Analytics 2 marks for impact on social media campaigns | 5 |

Q21. Explain how social media analytics can be used for competitor analysis.

5 5 4

| Rubric | Marks |
|------------------|-------|
| 5 marks for uses | 5 |

Q22. How does engagement analysis contribute to understanding consumer perception?

5 5 4

| Rubric | Marks |
|---|-------|
| 5 marks for sentiment analysis contribution in understanding consumer perception. | 5 |
