

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))

Q1. What is the fundamental reason for using SMA?

Marks CO BL
1 1 1

Rubric	Marks
To analyse customer behaviour and trends	1

- To spy on competitors To analyse customer behaviour and trends
 To replace human decision-making 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 Decreased customer engagement
 Improved customer service 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 Understanding user behaviour and connections
 Removing fake accounts 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 Importance of a node in the network
 The distance between two accounts 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 Increasing ad revenue
 Writing website content 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

5 5 2

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

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
