Faculty of Management Studies
End Sem (Even) Examination May-2022
MS3ED08 Social & Web Analytics

Programme: BBA   Branch/Specialisation: DM

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1 i. What is the term adopted for updates by twitter users? **1**
         (a) Tweets   (b) Twoots   (c) Twinks   (d) Post

     ii. The best way to improve search engine ranking_____. **1**
         (a) Video   (b) Powerpoint
         (c) Blog   (d) Url share

     iii. What is the big differences between traditional media and social **1**
          media?
          (a) Participatory production.
          (b) Social media reaches only a few people at a time.
          (c) The management structure of the companies.
          (d) Traditional media offers no way for audiences to communicate with media producers.

     iv. Social networks are organized primarily around: **1**
         (a) Brands   (b) People   (c) Interests   (d) Discussions

     v. The most common user identification technique is via: **1**
         (a) Sessions   (b) Cookies
         (c) Segmentation   (d) Page views

     vi. A/B Testing also known as: **1**
         (a) Split testing   (b) Version testing
         (c) Web testing   (d) Compare testing

     vii. The Process of describing the data that is huge and complex to **1**
          store and process is known as:
          (a) Analytics   (b) Data mining
          (c) Big data   (d) Data warehouse

viii. Data visualization is also an element of the broader _____. **1**
(a) Data process architecture
(b) Dataset presentation architecture
(c) Data presentation architecture
(d) Deliver presentation architecture

ix. Which goals are available in Google Analytics? **1**
(a) Pageview, Event, Transaction, Social
(b) Location, Event, Time, Users per Session
(c) Destination, Event, Pageview, Social
(d) Destination, Event, Duration, Pages/Screens per Session

x. What feature is necessary for delivering data to Google Analytics **1**
via a web-connected device (like a point-of-sale system)?
(a) The Measurement Protocol
(b) Browser cookies
(c) Data Import
(d) The Networking Protocol

Q.2 i. What is social media analytics and why is it important? **2**
ii. How do large corporations use social media? **3**
iii. Describe the five key objectives of social media analytics. **5**
OR iv. Explain top five ways how social media impacts your business. **5**

Q.3 i. What does social network analysis focus on? **2**
ii. What is social data visualization? How does visualization help to **8**
understand the social network? How to collect the data in order to
complete the social network analysis.
OR iii. What is a matrix and graph theory in social network analysis? **8**
How matrices are used in network? What is adjacency matrix in
network analysis? Explain with the help of suitable example.

Q.4 i. Which web analytics tool is best and which features made it best? **3**
ii. What is clickstream analytics? What's included in clickstream **7**
information? What can clickstream data tell you about your
business?
OR iii. Explain seven differences between indexing and crawling. **7**

Q.5 i. Describe the applications of link prediction in social networks. **4**
ii. What is game data analysis? How is data analytics used in **6**
gaming? What is the future of gaming industry?
OR iii. What is collective classification? What are the advantages of **6**
collective classification? Explain with the help of example.

Q.6 Attempt any two:
i. How to analyze Facebook data to understand your audience, to get **5**
valuable metrics?
ii. Define the differences between reach and engagement. Also **5**
explain few common interests both for reach and engagement.
iii. What is the significance of demographics in social media **5**
targeting? How does demographic affect marketing decisions?

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Marking Scheme
MS3ED08 Social & Web Analytics

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Q.1	i.	What is the term adopted for updates by twitter users? (a) Tweets		**1**
	ii.	The best way to improve search engine ranking_____. (c) Blog		**1**
	iii.	What is the big differences between traditional media and social media? (a) Participatory production		**1**
	iv.	Social networks are organized primarily around: (b) People		**1**
	v.	The most common user identification technique is via: (b) Cookies		**1**
	vi.	A/B Testing also known as: (a) Split testing		**1**
	vii.	The Process of describing the data that is huge and complex to store and process is known as: (c) Big data		**1**
	viii.	Data visualization is also an element of the broader _____. (a) Data process architecture		**1**
	ix.	Which goals are available in Google Analytics? (d) Destination, Event, Duration, Pages/Screens per Session		**1**
	x.	What feature is necessary for delivering data to Google Analytics via a web-connected device (like a point-of-sale system)? (a) The Measurement Protocol		**1**

Q.2	i.	Social media analytics	1 mark	**2**
		Importance	1 mark	
	ii.	How do large corporations use social media?		**3**
		As per Explanation		
	iii.	Five key objectives of social media analytics.		**5**
		1 mark for each	(1 mark * 5)	
OR	iv.	Five ways how social media impacts your business.		**5**
		1 mark for each	(1 mark * 5)	

Q.3	i.	Social network analysis focus on		**2**
		As per the explanation		
	ii.	Social data visualization	2 marks	**8**
		Visualization help to understand the social network	3 marks	
		Collect the data in order to complete the social network analysis	3 marks	
OR	iii.	Matrix and graph theory	2 marks	**8**
		Matrices are used in network and adjacency matrix in network analysis	3 marks	
		Example	3 marks	

Q.4	i.	Web analytics tool is best and which features made it best		**3**
		As per the explanation		
	ii.	Clickstream analytics	2 marks	**7**
		Included in clickstream information	2 marks	
		Clickstream data tells	3 marks	
OR	iii.	Seven differences between indexing and crawling.		**7**
		1 mark for each difference	(1 mark * 7)	

Q.5	i.	Applications of link prediction in social networks		**4**
	ii.	Game data analysis	2 marks	**6**
		Data analytics used in gaming	2 marks	
		Future of gaming industry	2 marks	
OR	iii.	Collective classification	2 marks	**6**
		Advantages of collective classification	2 marks	
		Example	2 marks	

Q.6		Attempt any two:		
	i.	Analyse Facebook data	3 marks	**5**
		To get valuable metrics	2 marks	
	ii.	Differences between reach and engagement	3 marks	**5**
		Common interests both for reach and engagement	2 marks	
	iii.	Significance of demographics	3 marks	**5**
		Demographic affect marketing decisions	2 marks	

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