

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Program: B.Tech. – CS - All IBM specialization

Course : Social Analytics

Course Code: CSIB 480

Instructions: Attempt all questions, however internal choice is mentioned.

Semester: VIII

Time 03 hrs.

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	Discuss different types of web analytics.	4	CO1
Q 2	Justify the statement “Social Analytics and Web Analytics go side by side.”	4	CO2
Q 3	Illustrate the term “Purchase Funnel” in the context of Web Analytics.	4	CO5
Q 4	State the different models for organizing social media? Illustrate each of them in brief.	4	CO4
Q 5	Mention the two open source and two-licensed platform of web analytics.	4	CO1

SECTION B

Q 6	Comprehend the impact, importance and benefit of social media.	10	CO1
Q 7	State the ten distinct terms used in Web Analytics tool and explain the significance of each of them.	10	CO2
Q 8	Illustrate the SMART methodology in context of social analytics.	10	CO4
Q 9	Comprehend the various types of surveys performed under web analytics along with their benefits. Or, Define Mashup. Analyze the characteristics and types of Mashups.	10	CO3 CO5

Q 10	Illustrate the different types of data collection mechanism from the web? Describe each mechanism in details. Or, Analyze the social media content creation process and interpret the issues involved in the process.	20	CO3 CO4
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Q 11	a) Interpret the different categories of dashboard in details.	10 10	CO4 CO5
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	b) Analyse the various mechanism of micro and macro conversions.		
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