

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Term Examination, May 2021

Course: Mobile Analytics
Program: B.Tech. CSE-MAD
Course Code: CSBA 4007

Semester: VIII
Time 03 hrs.
Max. Marks:100

Instructions: Attempt all the questions.
In section A, select the correct answer/answers.

SECTION A

S. No.		Marks	CO
Q 1	Which of the following component does the communication between GPRS network and external network? a. GGSN b. SGSN c. WAP d. APN	5	CO1
Q 2	Which of the following factors determine the percentage of users who drop out from a specific page? a. Bounce Rate b. % Exit c. Drop Rate d. Page View	5	CO2
Q 3	The amount of data that is transmitted over a network in a given amount of time is called as _____. a. Density b. Bandwidth c. Session d. Transaction	5	CO1
Q 4	Ratio between the unique opens and the emails sent is known as _____. a. Open rate b. Bounce rate c. CTR (Click-through rate) d. CTO(Click-to-open rate)	5	CO4
Q 5	Data recordings of user sessions can be used to provide which of the following advantages? a. Generation of alerts for real-time events b. To provide assistance for users for completion of online transactions c. To keep track of page views per annum	5	CO1

	d. To keep track of the referral traffic		
Q 6	Data archiving is necessary for which of the following reasons? a. Audit and legal reasons b. To provide actionable insights over a timeline's data c. Increase the speed of analytical process d. To secure the recorded data	5	CO3
SECTION B			
Q 7	Discuss the need of mobile analytics with suitable example.	10	CO1
Q 8	Discuss the business impact and criticality in the customer experience management process.	10	CO2
Q 9	Discuss about content categorization with suitable example.	10	CO2
Q 10	Differentiate between click heat maps and attention maps.	10	CO3
Q 11	Differentiate between link analytics and form field analytics.	10	CO3
SECTION-C			
Q 12	Discuss the following terms with suitable example: a. Benefits of Email Marketing b. Categories of Email Marketing Reports	20	CO4
	Or		
Q 12	Discuss the role and importance of data archiving process. Take suitable example for explanation.	20	CO4