

Total No. of Questions : 5]

SEAT No. :

P571

[Total No. of Pages : 2

[5840]-305

M.Sc. (Computer Science)

CSDT - 234B : WEB ANALYTICS

(2019 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 35

Instructions to the candidates:

- 1) Q. 1 is compulsory.
- 2) Solve any Three question from Q. 2 to Q.5.
- 3) Question 2 to question 5 carry equal marks.

Q1) Solve any Five of the following :

[5]

- a) Define Web Analytics.
- b) What is clickstream data?
- c) Define A/B Testing.
- d) What is conversion rate?
- e) What is competitive Intelligence analysis?
- f) What is Google Analytics.

Q2) Attempt the following :

[10]

- a) i) Explain Demographics. [2]
- ii) Explain Search Engine console report. [4]
- b) Write a note on following terms [4]
 - i) Hybrid data
 - ii) Search Engine Data.

Q3) Attempt the following :

[10]

- a) i) What is 4-Q Survey? [2]
- ii) What is survey? Explain Post visit surveys. [4]
- b) Write a note on dashboard & its implementation also explain various types of dashboards. [4]

P.T.O.

Q4) Attempt the following : [10]

- a) i) Explain web 2.0 challenge. [2]
- ii) What do you mean by event tracking? What are the different elements in event tracking. [4]
- b) What is segmentation? Explain types of segmentation. [4]

Q5) Attempt any Two of the following : [10]

- a) Explain Goals & funnels in detail. [5]
- b) What is website traffic Analysis. [5]
- c) Write a note on conducting a Heuristic Evaluation. [5]

