

Total No. of Questions : 5]

SEAT No. :

PA-3411

[Total No. of Pages : 2

[5919]-35

M.Sc. (Computer Science)

CSDT - 234 B : 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 questions from Q2 to Q5.*
- 3) *Q2 to Q5 carry equal marks.*

Q1) Solve any five of the following :

[5]

- a) List the types of web analytics.
- b) Enlist the different types of dashboard.
- c) What is website traffic analysis?
- d) List the types of report generated by Google analytics.
- e) Give the two benefits of surveys.
- f) What is acquisition analysis?

Q2) Attempt the following :

[10]

- a) i) What is Funnels? State the types of funnel. **[2]**
- ii) Write the note on Heuristic Evaluation. **[4]**
- b) Explain web analytics process in detail with suitable diagram. **[4]**

Q3) Attempt the following :

[10]

- a) i) What is site visit? State the stages for conduction of successful site visit. **[2]**
- ii) Write a note on website survey. **[4]**
- b) Write a note on different emerging analytics. **[4]**

P.T.O.

Q4) Attempt the following : [10]

- a) i) Mention the different levels through which Google Analytics aggregates the data. [2]
- ii) What is Text Analysis? Explain its techniques in short. [4]
- b) Write a note on - [4]
 - i) Toolbar Data
 - ii) Panel Data

Q5) Attempt any two of the following. [10]

- a) What is Google Analytics? Explain in short the different reports generated by it. [5]
- b) What is metric? Explain any five web metrics. [5]
- c) Write a note on different competitive intelligence data sources. [5]

