

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Post-Graduate Diploma in Digital Marketing (Sem.-2)

WEB ANALYTICS

Subject Code : PGDDM-201-20

M.Code : 79795

Date of Examination : 12-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

- a) Google Analytics Tracking ID
- b) Google Analytics Account and property
- c) Conversion Analysis
- d) Kissmetrics
- e) Server logs
- f) Engagement Analytics
- g) Conversion Goals
- h) A/B testing
- i) Monitosation Analytics
- j) Referral marketing.

SECTION-B

UNIT-I

2. Define web analytics? Discuss the process of web analytics with the help of examples.
3. What is the procedure for Google Analytics registration? How behaviour analysis and conversion analysis are useful to track insights of website visitors.

UNIT-II

4. What is web exploring and reporting? Discuss the role of OLAP in this process.
5. What are various tools of data visualization in web analytics? Discuss with the help of examples.

UNIT-III

6. What is a Dashboard? What are various types of dashboards? Discuss with examples.
7. What are the main sections of the Google Analytics report? According to you, which section is more important and why?

UNIT-IV

8. Discuss the significance of mobile analytics. Can you automate mobile analytics reporting? If yes, discuss the process.
9. What is content marketing? How would you measure the success of content marketing? Discuss in the context of web analytics.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.