

School of Business

MBA
ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MBIT6005 - Web Analytics

*Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary*

1. Explain the impact of quality of data into Web analytics. K2 CO1 (2)
2. Describe Site Overlay, Top Referring URLs and Top Key Phrases. K2 CO2 (2)
3. Explain the key ingredients for every testing program. K4 CO3 (2)
4. Explain Upstream and Downstream traffic against competition. K4 CO4 (2)
5. Define Key Performance Indicators (KPIs) and path analysis. K4 CO5 (2)
6. Describe different measures that are being adopted for the selection of optimal Web Analytics tool. K4 CO1 (5)
7. Describe various metrics for measuring SEO efforts, pay-per click and click through effectiveness. K4 CO2 (5)
8. Define conversion rate and KPIs and explain how they are related with each other. K5 CO5 (6)
9. Illustrate the designing and execution of a good experimentation and testing program. K5 CO3 (8)
10. Explain Rich Interactive Applications (RIAs) and Really Simple Syndication (RSS) along with their measures. K5 CO4 (8)
11. Describe various standard KPIs and path analysis that are used in Advanced Web Analytics. K6 CO5 (8)