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## School of Business

Master of Business Administration MBA Dual Specialization  
Semester End Examination - May 2024

Duration : 180 Minutes

Max Marks : 100

### Sem IV - MBIT6005 - Web Analytics

*General Instructions*

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Imagine you are working for an E-Commerce company that sells a variety of products online. The company wants to improve its website's conversion rate and user experience. They are considering implementing multivariate testing to achieve this goal. Discuss the importance of using multivariate website testing in this scenario, highlighting its advantages over other testing methods. K3 (6)
  
- 2) Scenario: You are a web analyst for a large E-Commerce platform. Your team has been tasked with analyzing the quality of clickstream data to improve user experience and conversion rates. As part of this analysis, you need to assess the reliability, relevance, and accuracy of the clickstream data collected. K4 (8)  
Question: Using your knowledge of web analytics, analyze the factors that could affect the quality of clickstream data and suggest strategies to ensure its accuracy and usefulness in improving website performance.
  
- 3) Imagine you are the marketing manager for an E-Commerce website. Your team has been working hard on a new marketing campaign to increase sales. However, you notice that the conversion rate on the website has not improved as expected. K4 (8)  
Justify why it is important to regularly review and analyze conversion reports in Google Analytics to understand the effectiveness of your marketing efforts. Use examples to illustrate how conversion reports can help you identify potential issues and optimize your marketing strategies for better results.
  
- 4) Suppose you are a web analyst for an E-commerce company. The company recently launched a new landing page for a promotional campaign. The landing page received 500 visitors during the campaign period. Out of these, 150 visitors left the page without interacting further. Calculate the bounce rate for this landing page and interpret the calculated results. K4 (4)

- 5) Imagine you are tasked with analyzing the performance of a company's social media marketing campaign. Which key metrics would you consider to evaluate the campaign's effectiveness, and how would you interpret these metrics to assess the impact on the company's goals? K3 (9)
- 6) A small E-Commerce business FirstCry is looking to improve its website's performance to increase sales. The business has been primarily relying on quantitative data, such as traffic numbers and conversion rates, to make decisions. However, the marketing team is considering incorporating qualitative data analysis into their website analysis process. As a web analytics expert, justify the need for qualitative data analysis in website analysis to complement the existing quantitative data to provide a more comprehensive understanding of their website's performance. K5 (10)
- 7) a) Assess the significance of Google Analytics as a free, widely accessible web analytics tool that democratized data collection and analysis for websites of all sizes. (6) K5 (10)  
b) Compare the features and capabilities of Google Analytics with other paid analytics tools available at the time. (4)
- 8) Coca-Cola, a global leader in the beverage industry, relies on data-driven insights to enhance its marketing strategies. The company uses Google Analytics (GA) to track and analyze website traffic, aiming to improve user engagement and drive conversions. Coca-Cola's marketing team is interested in leveraging GA's audience reports and behavioral reports to refine its digital marketing efforts. They seek to understand the benefits of these reports for enhancing user experience and optimizing their online campaigns. K5 (15)

#### Questions:

- a) As a web analytics expert, how would you explain the benefits of using audience reports and behavioral reports in Google Analytics for Coca-Cola's marketing team? (5)
- b) Provide specific examples of how these reports can be utilized to improve user engagement and drive conversions on Coca-Cola's website. (5)
- c) Recommend any other methods of increasing the revenues and conversion rates for a large-scale beverage company like Coca-Cola. (5)

## Maximizing Social Media Impact in a Political Campaign

You are a digital strategist for a political campaign running for a major election. The campaign aims to leverage social media to connect with voters, amplify their message, and ultimately secure a victory. However, the campaign is facing challenges in maximizing its social media impact.

The campaign team has been using social media platforms such as Facebook, Twitter, and Instagram to engage with the public. They have been posting regularly, sharing campaign updates, and interacting with followers. Despite these efforts, they have noticed that their social media presence is not as impactful as they had hoped. They are struggling to increase their reach, engage with a wider audience, and convert online interactions into tangible support and votes.

Key Issues:

1. Limited Reach: The campaign's social media posts are reaching a relatively small audience, primarily consisting of existing supporters.
2. Low Engagement: While the campaign is posting regularly, they are not receiving a high level of engagement such as likes, shares, and comments.
3. Lack of Conversion: The campaign is finding it challenging to convert social media interactions into tangible actions such as volunteer sign-ups, donations, and votes.

Your Task: As the digital strategist, your task is to develop a comprehensive strategy to maximize the campaign's social media impact. Your strategy should address the key issues mentioned above and outline specific tactics and techniques to overcome these challenges. Consider the following aspects in your strategy:

1. Audience Targeting: How will you identify and target key demographics and voter segments on social media?
2. Content Strategy: What types of content (e.g., videos, infographics, testimonials) will you create to increase engagement and reach?
3. Engagement Tactics: How will you encourage more interaction with the campaign's social media posts?
4. Conversion Optimization: What strategies will you employ to convert social media interactions into tangible support and votes?
5. Measurement and Analytics: How will you measure the success of your social media campaign, and what metrics will you use to track progress?

Questions:

- a) Develop a detailed strategy document outlining your approach to maximizing social media impact for the political campaign. (6)
- b) Provide specific examples and tactics for each aspect of your

strategy. (6)

c) Justify your choices with relevant data and insights. (6)

10)

Assume, Indiamart, a popular E-Commerce platform, wants to enhance its understanding of user behavior on their website to improve customer experience and increase sales. The analytics team suggests using questionnaires to gather qualitative data from users.

K6 (12)

a) Design a questionnaire that Indiamart could use to gather qualitative insights about user experience on their website. (7)

b) Justify your choices of questions and explain how the data collected could help improve the website's performance and user satisfaction. (5)