

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code: UD604S

B.E./B.Tech. DEGREE EXAMINATION, NOV 2024

(Professional elective)

Computer Science and Business System

21CBV604-WEB ANALYTICS AND SEARCH ENGINE OPTIMIZATION

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 2 = 20 Marks)

1. Define the term "page views" in web analytics. CO1- U
2. Describe reasons as to why digital scores over other traditional forms of marketing include CO1- U
3. Give an example of a digital transformation initiative in the healthcare sector. CO1- U
4. Difference between the email marketing and social media marketing CO1- U
5. You're tasked with optimizing a blog post for a competitive keyword. Describe how you would apply both on-page and off-page SEO techniques to improve its ranking. CO2- App
6. Analyze the impact of ad relevance on Quality Score in PPC marketing. How does it affect ad performance and cost? CO2- App
7. Explain some common parameters tracked in web analytics, and how do they impact decision-making? CO1- U
8. Define network analysis, and how is it applied in web analytics? CO1- U
9. Write the common algorithms used for web crawling, and how do they affect crawling efficiency? CO1- U
10. Which statistical tests are commonly used in A/B testing, and how do you interpret their results? CO1- U

PART – B (5 x 16= 80 Marks)

11. (a) Explain what future trends and emerging needs should we consider to stay ahead of user expectations and market demands? CO1- U (16)

Or

- (b) Discuss the importance of data privacy and compliance in web analytics. Which steps can organizations take to ensure they are adhering to regulations like GDPR and CCPA? CO1- U (16)
12. (a) Explain different type of key metrics you should track in Google Ads to evaluate the success of a digital transformation campaign, and how can these metrics guide future strategy? CO1- U (16)
- Or
- (b) Explain the emerging trends in social media marketing analytics, and how can businesses use these trends to optimize their social media strategies in detail? CO1- U (16)
13. (a) You are managing a website for an online bookstore that sells various genres of books. Suggest on-page and off page SEO techniques you would implement to improve the website's search engine rankings. CO2- App (16)
- Or
- (b) How does PPC advertising enable businesses to target specific audiences, control ad spending, and measure the return on investment (ROI) for online advertising campaigns? CO2- App (16)
14. (a) Discuss how data from web analytics tools can be imported into network analysis tools for a more comprehensive view of interactions and relationships. CO2- App (16)
- Or
- (b) Discuss a scenario where network analysis was employed to track the spread of negative feedback, identify key nodes involved, and implement crisis management strategies. CO2- App (16)
15. (a) Explain how integrating click stream data with demographic, behavioral, and conversion data enhances the understanding of user profiles, preferences, and conversion paths. CO1- U (16)
- Or
- (b) Explain strategies such as keeping surveys short and focused, using engaging and interactive elements, providing progress indicators, and offering incentives or rewards for participation. CO1- U (16)

