Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code:UD604

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

Professional Elective

Computer Science And Business Systems

21CBV604 WEB ANALYTICS AND SEARCH ENGINE OPTIMIZATION

(Regulations 2021)

Duration: Three hours   Maximum: 100 Marks

(Answer all Questions)

PART A - (10 x 2 = 20 Marks)

1. Define the term "page views" in web analytics.   CO1 -U

2. Differentiate between quantitative & qualitative data   CO1 -U

3. Why is leadership important in digital transformation?   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   CO2 -App
   how you would apply both on-page and off-page SEO techniques to improve
   its ranking.

6. Define Pay-Per-Click advertising   CO1 -U

7. What is meant by 'reach' in web analytics, and how is it different from 'traffic'? CO1 -U

8. Write some common challenges in measuring and analyzing engagement, and   CO1 -U
   how can businesses overcome these challenges?

9. How can businesses ensure the accuracy and reliability of clickstream data?   CO2 -App

10. Write the common algorithms used for web crawling, and how do they affect   CO1 -U
    crawling efficiency

PART – B (5 x 16= 80 Marks)

11. (a) How can advanced audience targeting techniques in Google   CO2- App   (16)
        AdWords enhance the effectiveness of a digital transformation
        strategy?

                                   Or

    (b) How can we integrate qualitative insights with quantitative data   CO2- App   (16)
        for a comprehensive analysis?

12. (a) Describe the role of Google Ads in driving digital transformation for e-commerce businesses. How can it be used to optimize the customer journey from discovery to purchase in detail?   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) How can businesses effectively track user behavior across mobile apps and mobile websites, and what tools or methods are available for this purpose?   CO2- App   (16)

Or

(b) 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)

14. (a) 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)

Or

(b) Share examples where businesses adapted their strategies based on real-time performance data, including changes to content, targeting, or budget allocation and explain in detail.   CO2- App   (16)

15. (a) Describe tokenization as the process of splitting text into tokens (words or phrases). Discuss approaches such as word tokenization, sub word tokenization, and sentence tokenization, and their relevance for micro-texts.   CO1- U   (16)

Or

(b) Define A/B testing as a method for comparing two versions of a web page or other content to determine which performs better based on specific metrics. Explain its objectives, such as optimizing user experience, increasing conversion rates, or improving engagement.   CO1- U   (16)

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