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Question Paper Code: UD604

B.E./B.Tech. DEGREE EXAMINATION, NOV 2025

Professional Elective

21CBV604 - WEB ANALYTICS & SEARCH ENGINE OPTIMIZATION

Computer Science and Business systems

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Define Web Analytics. CO1-U
2. What are KPIs in business analytics? CO1-U
3. Define digital marketing analytics. CO1-U
4. What is Channel attribution? CO1-U
5. What is the purpose of website traffic analysis? CO1-U
6. List any two recent trends in SEO. CO1-U
7. Define the term market positioning. CO1-U
8. What is demographic analysis? CO1-U
9. List two benefits of A/B testing in web analytics. CO1-U
10. What is the role of indexing in web analytics? CO1-U

PART – B (5 x 16= 80 Marks)

11. (a) Explain the present and future trends in web analytics with real-world examples. CO1- U (16)
Or
(b) Illustrate the process of KPI selection and planning in web analytics. CO1- U (16)
12. (a) A mobile app company wants to improve its marketing ROI. Apply how mobile and email analytics can provide actionable insights for their strategy. CO2- App (16)
Or

- (b) A traditional retail store is transitioning to online sales but struggles with multi-channel integration. Discuss how digital transformation analytics can attribute success across ad works, email, and mobile channels. CO2- App (16)
13. (a) A newly launched e-commerce website is not getting enough sales. As a web analytics consultant, describe the steps you would take to identify issues and suggest improvements based on data collected from the site. CO3- Ana (16)
- Or
- (b) Imagine a local business with high website traffic but low conversions. Explain analyzing navigation usability and eye tracking to improve SEO and understanding search behavior. CO3- Ana (16)
14. (a) Explain in detail the application of HR analytics to measure adherence in remote work policies, providing a step-by-step process for setting goals and evaluating reach in FB social campaigns to ensure effective HR management. CO1- U (16)
- Or
- (b) An organization is recruiting for a varied workforce but lacks comprehensive demographic data. Explain how HR analytics parameters can be utilized to assess the range and adherence metrics to enhance outreach and effectiveness in the recruitment process. CO1- U (16)
15. (a) Define clickstream analysis process for tracking and analyzing the sequence of clicks and interactions made by users on a website or application. CO1- U (16)
- Or
- (b) Write a detailed case study on the use of Google Analytics for improving website performance. Explain how metrics such as bounce rate, conversions, and traffic sources can help decision-making. CO1- U (16)