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Question Paper Code	13938
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B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2025

Seventh Semester

Computer Science and Engineering

20CSEL707 - WEB ANALYTICS

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A (MCQ) (10 × 1 = 10 Marks)

Answer ALL Questions

	Marks	K- Level	CO
1. The primary component of web analytics _____ (a) Image editing (b) Data collection (c) Audio processing (d) Video streaming	1	K1	CO1
2. The traditional method that involves the analysis of server logs to understand user behavior is _____ (a) Web beacons (b) JavaScript tags (c) Weblogs (d) Packet sniffing	1	K1	CO1
3. Which of the following methods is commonly used for collecting qualitative data? (a) Web beacons (b) Questionnaires (c) Packet sniffing (d) Ad tracking	1	K1	CO2
4. The benefit of conducting surveys on websites is to (a) Improved graphics (b) Gaining valuable user feedback for improvements (c) Faster loading times (d) Increased storage capacity	1	K1	CO2
5. In web analytics, what does a 'page view' represent? (a) The number of times a user clicks on an ad (b) The number of times a page is loaded or viewed (c) The number of unique visitors to a website (d) The time spent on a website	1	K1	CO3
6. The primary purpose of cookies in web analytics is (a) To display ads (b) To store user preferences and track user sessions (c) To design website graphics (d) To encrypt data	1	K1	CO3
7. The primary function of a tracking code in web analytics (a) To secure the website (b) To collect data about user interactions (c) To optimize website speed (d) To prevent malware attacks	1	K1	CO4
8. Cookie in the context of web analytics is (a) A virus file (b) A data file stored on a user's device (c) A tracking software (d) An encryption method	1	K1	CO4
9. Segmentation used in marketing analysis is (a) To analyze competitor strategies (b) To create personalized marketing messages (c) To determine product pricing (d) To schedule social media posts	1	K2	CO5
10. Campaign Tracking help businesses to measure _____ (a) Product popularity (b) Employee performance (c) The effectiveness of marketing efforts (d) The growth of social media followers	1	K1	CO6

PART - B (12 × 2 = 24 Marks)

Answer ALL Questions

11. Define web analytics.	2	K1	CO1
12. List two traditional methods used for web analytics.	2	K1	CO1
13. Define Customer Centricity.	2	K1	CO2
14. Difference between Questionnaires & Surveys.	2	K2	CO2
15. Infer the importance of 'time on site' as a web analytics metric.	2	K2	CO3
16. List two key components included in standard web analytics reports.	2	K1	CO3
17. Outline the term Page views.	2	K2	CO4

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| 18. Define Tracking code purpose. | 2 | K1 | CO4 |
| 19. What factors should be considered when creating a Customer Data Alert? | 2 | K1 | CO5 |
| 20. State the advantages of using real-time data in decision-making processes. | 2 | K1 | CO5 |
| 21. Define Multi-channel Attribution. | 2 | K1 | CO6 |
| 22. Difference between Adwords Linking & Adsense Linking. | 2 | K2 | CO6 |

PART - C (6 × 11 = 66 Marks)

Answer ALL Questions

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| 23. a) Describe the concept of web analytics and its importance for online businesses. | 11 | K2 | CO1 |
| OR | | | |
| b) Discuss the traditional methods used for web analytics before modern tools were developed. | 11 | K2 | CO1 |
| 24. a) Explain how the web beacons help in tracking user behavior. | 11 | K2 | CO2 |
| OR | | | |
| b) Explain the key components of a web analytics framework. | 11 | K2 | CO2 |
| 25. a) Demonstrate the concept of search analytics and its role in optimizing website content. | 11 | K2 | CO3 |
| OR | | | |
| b) Interpret how internal search data, SEO, and PPC contribute to a comprehensive search analytics strategy? | 11 | K2 | CO3 |
| 26. a) Illustrate how the user engagement and data insights enhanced through the use of Web 2.0 tools. | 11 | K2 | CO4 |
| OR | | | |
| b) Elaborate Tracking Code & tracking unique visitors with clear examples. | 11 | K2 | CO4 |
| 27. a) Discuss the benefits of integrating Google Ads (AdWords) with Google Analytics. | 11 | K2 | CO5 |
| OR | | | |
| b) Discuss the challenges and benefits of Multi-Channel Attribution. | 11 | K2 | CO5 |
| 28. a) Explain methods to quantify and optimize measurable website data for performance improvement. | 11 | K2 | CO6 |
| OR | | | |
| b) Describe in detail about Segmentation and its important in Web Analytics2.0. | 11 | K2 | CO6 |