

M.E. / M.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2025

Third Semester

M.E. - Big Data Analytics

24PBDEL319 - WEB ANALYTICS

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (MCQ) (10 × 1 = 10 Marks)

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. In digital tracking, a beacon is (a) A browser extension (b) A tiny invisible graphic used to track user behavior (c) A hardware router (d) A type of cookie blocker	1	K1	CO1
2. Click stream data primarily refers to (a) The physical paths users take in a store (b) The sequence of WebPages a user visits (c) The speed of internet traffic (d) The number of clicks on an advertisement	1	K1	CO1
3. Which stage does Post-visit feedback refer to the information collected? (a) Before a user opens the website (b) While the website is loading (c) After a user has completed their visit to the website (d) When the server is restarted	1	K1	CO2
4. In website tracking, cookies are smaller files used mainly for _____ (a) Boosting website speed (b) Storing user information and session data (c) Improving system security (d) Managing server load	1	K1	CO2
5. SEO and PPC are digital marketing techniques used primarily to do _____ (a) Change website color themes (b) Improve website visibility and drive traffic (c) Protect websites from hacking (d) Reduce hosting costs	1	K1	CO3
6. Google Analytics, a "Property" refers to _____ (a) A user name (b) A specific website or app being tracked (c) A storage file (d) A payment option	1	K1	CO3
7. Tracking Code is (a) A programming language (b) A JavaScript snippet added to webpages for data collection (c) A security password (d) A cookie blocker	1	K1	CO4
8. AdSense Revenue report shows (a) Email metrics (b) How much money was earned through ads (c) Number of cookies (d) System errors	1	K1	CO4
9. First-click attribution assigns credit to the (a) Last interaction (b) First interaction (c) Highest bid (d) User location	1	K1	CO5
10. Linking AdWords and Analytics Helps in (a) Improving server memory (b) Analyzing ad performance and user behavior (c) Creating PDF files (d) Making landing pages	1	K1	CO5

PART - B (12 × 2 = 24 Marks)

Answer ALL Questions

11. What are Web Analytics and list its tools?	2	K1	CO1
12. Define Web Beacons.	2	K1	CO1
13. List out some of the Benefits of Site Visits?	2	K1	CO2
14. Write the difference between Questionnaires & Surveys.	2	K2	CO2
15. How to analyze Website content Quality?	2	K1	CO3
16. Generalize the term Cookies? Give some example.	2	K2	CO3

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| 17. Identify the need of Tracking code purpose. | 2 | K2 | CO4 |
| 18. Summarize Bounce Rate Acquisitions. | 2 | K2 | CO4 |
| 19. Why do we need Adwords Linking? | 2 | K2 | CO5 |
| 20. State the Benefits of Google Analytics. | 2 | K1 | CO5 |
| 21. Difference between Page Views and Page Visits. | 2 | K2 | CO2 |
| 22. How to check web Content Quality? | 2 | K2 | CO3 |

PART - C (6 × 11 = 66 Marks)

Answer ALL Questions

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| 23. a) Explain about Packet sniffing and outcomes of data with examples. | 11 | K2 | CO1 |
| OR | | | |
| b) Interpret about Search Engine Data with a neat diagram. | 11 | K2 | CO1 |
| 24. a) Illustrate in detail about the concept of Qualitative Analysis and describe its major methods. | 11 | K2 | CO2 |
| OR | | | |
| b) Explain how to create and run the surveys in analytics using web 2.0. | 11 | K2 | CO2 |
| 25. a) Explain Measuring E-mail, Multi channel marketing along with competitive intelligence using Web 2.0 analytics. | 11 | K2 | CO3 |
| OR | | | |
| b) Write Short notes on Cookies, URL, Time on Site, Page Views. | 11 | K2 | CO3 |
| 26. a) Describe Page views & Bounce Rate Acquisitions with examples. | 11 | K2 | CO4 |
| OR | | | |
| b) Summarize the Demographic information and narrate the types of demographic information available in Google Analytics. | 11 | K2 | CO4 |
| 27. a) Demonstrate Tracking Code & tracking unique visitors with examples. | 11 | K3 | CO5 |
| OR | | | |
| b) Describe Page views & Bounce Rate Acquisitions with examples. | 11 | K3 | CO5 |
| 28. a) Discuss in detail about Search Engine Database and how does it work? Mention various use cases. | 11 | K2 | CO1 |
| OR | | | |
| b) Explain data collection and its types with examples. | 11 | K2 | CO1 |