

Exam Slot → E

APJ Abdul Kalam Technological University
Second Semester M.Tech Degree Examination May 2016
Ernakulam II Cluster
COMPUTER SCIENCE AND ENGINEERING
Specialization : COMPUTER SCIENCE AND ENGINEERING
05CS 6032 – SOCIAL NETWORK ANALYTICS

Time : 3 hrs

Max. Marks: 60

- I. Explain social media design framework (12 marks)
- II. Analyze the given Google Analytics Report of a particular site as given below and answer the following questions
- a) Interpret the analytics report and write a brief note on the findings (4 marks) mentioning about all the six metrics which are shown on the report.
- b) Differentiate between Bounce Rate and Exit Rate. Are they related to each other? Explain (4 marks)
- c) Why is bounce rate considered as a Great Web Metric? Explain. (4 marks)



III How does the following metrics help you determine the success of a ecommerce website?

- i. Cart and checkout Abandonment. (6 marks)
- ii. Days and Visits to purchase. (4 marks)
- iii. Average order Value. (4 marks)
- iv. Primary Purpose. (4 marks)

OR

IV a) XYZ Inc is planning to conduct a Lab Usability test. Mention the steps to be performed for conducting successful lab usability testing. (15 marks)

b) List out the benefits of Page level Surveys (3 marks)

V. Compare A/B Testing and multivariate testing (18 marks)

OR

VI a) Explain advantages and disadvantages of multivariate testing (9 marks)

b) Explain advantages and disadvantages of A/B testing (9 marks)