E

APJ Abdul Kalam Technological University

Ernakulam II Cluster

Second Semester M.Tech Degree Examination May 2017

Time: 3 hrs.   **05CS 6032 – SOCIAL NETWORK ANALYTICS**   Max. Marks: 60

I.
   a) Write a note on (i) Collaborative authoring

   (ii) Blogs and podcasts   (8 Marks)

   b) Write short notes on the following:

   (i) Full, Partial and Ego-Centric Networks (ii) Unimodal, Multimodal & Affiliation Networks and (iii) Multiplex Networks   (4 Marks)

II.   Illustrate the paradigm of Web analytics by analyzing the various versions. Explain the strategy and tools to be used.   (12 Marks)

III.
   a) How does the following metrics help you determine the success of a non ecommerce website?
                                                                                                (8   Marks)

   1.   Visitor Loyalty
   2.   Visitor Recency
   3.   Length of Visit
   4.   Depth of Visit

   b) How do you measure micro and macro conversions of a website ?   (10 Marks)

OR

IV.
   a) Surveys are an optimal tool for gaining more data about your visitors. Justify.
                                                                                                (15 Marks)
   b) List out the benefits of Lab Usability Testing
                                                                                                (3 Marks)

V.   Explain the techniques widely used for testing the versions of a web page with suitable examples.
                                                                                                (18 Marks)

OR

VI.   One of the most misleading reports from your web analytics tool is the keyword report. Justify the statement. Give the measures that are to be followed in such situations.

                                                                                                (18 Marks)