

APJ Abdul Kalam Technological University  
Ernakulam II Cluster  
Second Semester M.Tech Degree Examination April/May 2018

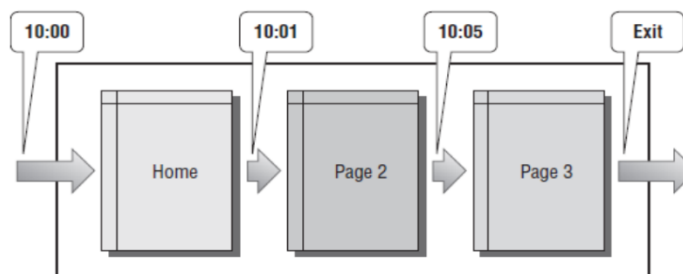
**05CS 6032 – SOCIALNETWORK ANALYTICS**

Time: 3 hrs.

Max. Marks: 60

1. a) Consider a *Twitter* social networks with the following key dimensions:
  - i. Size of Producer & Consumer Population
  - ii. Pace of Interaction
  - iii. Genre of Basic Elements
  - iv. Types of Connections
  - v. Retention of Content

(6 Marks)
- b) Give brief explanation about different types of network. (6 Marks)
  
2. a) Why is it always better for an organization to move from Web analytics 1.0 to Web analytics 2.0. ? (6 Marks)
- b) Explain the terms *Time on Page* and *Time on Site*. For the figure given below, calculate the Time on Page (in minutes) for the Home page, Page 2 and Page 3 and the Time on Site (in minutes). (3 Marks)



- c) What is the reason for the fondness of site overlay report? (3 Marks)
  
3. Conversion rate alone cannot determine success of an E-Commerce site? Justify your answer. How does the metrics help you determine success? Give explanation the term 'Measuring Outcome' for E-Commerce & Others website. (18 Marks)

**OR**

4. a) What is the difference between micro and macro conversion? Give an example for each. (3 Marks)
- b) Discuss the pros and cons of site level and page level surveys. (5 Marks)
- c) Apart from the limited confines of the conversion rate, list the metrics which helps to identify opportunities to improve a website. (10 Marks)
5. a) Write a short note about
- i. optimizing the outbound marketing efforts
  - ii. optimizing the Number and Layout of Ads (8 Marks)
- b) Explain about the common MVT techniques (4 Marks)
- c) Explain the concept of 'share of shelf' with suitable examples (6 Marks)

**OR**

6. a) Mention the benefits of Competitive Keyword Advantage with examples. (6 Marks)
- b) Explain the following with suitable examples:
- i. Demographic Segmentation Analysis
  - ii. Psychographic Segmentation Analysis
  - iii. Search Behavior and Audience Segmentation Analysis (12 Marks)