

Register No : _____

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025

Third Semester

Master of Business Administration

PMBE2433- Social Media Web Analytics

Regulations - 2024

Duration : 3 Hrs

Maximum : 100 Marks

*PART - A (ANSWER ALL QUESTIONS) (Marks 10*2=20)*

<i>Q.No</i>	<i>Questions</i>	<i>BTL</i>	<i>CO</i>	<i>Marks</i>
1.	State the objectives of social media.	L1	1	2
2.	Show your understanding about Online Communities.	L2	1	2
3.	How to frame the formation of identities.	L1	2	2
4.	Summarize the impacts of linking social media accounts.	L2	2	2
5.	What do you understand about social media analytics?	L1	3	2
6.	Summarize the observation of social media use.	L2	3	2
7.	Infer the meaning for Qualitative Analysis.	L2	4	2
8.	Define Reports.	L1	4	2
9.	What do you know about web traffic analysis?	L1	5	2
10.	Interpret the meaning for data visualization.	L2	5	2

*PART - B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)*

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Compare and contrast the Social media and society in recent times.	L2	1	8
	ii Show how to create the Viralness - social media advertisement.	L2	1	8
	Or			
	b i Explain the weakness of social media technologies.	L2	1	6
	ii Interpret the technological determinism in popular discourse on social media technologies.	L2	1	10
12.	a i Outline the strategies of keys to communities building.	L2	2	8
	ii Infer the social media in formation of communities and consumer market.	L2	2	8
	Or			
	b i Illustrate how to create the social media pages for product promotion process.	L2	2	8
	ii Explain how to frame social media as providing business activity.	L2	2	8

13.	a	i	Identify the ethical problems posed by emerging social media technologies.	L3	3	8
		ii	Develop the basics of tracking of social media.	L3	3	8
			Or			
	b	i	Make use of social media identify the insights gained from social media.	L3	3	10
		ii	Identify obstacles faced during social campaign.	L3	3	6
14.	a	i	Build the role of organizational structure in data collection.	L3	4	6
		ii	Make use of Web Analytics identify the components of a successful Web Analytics strategy.	L3	4	10
			Or			
	b	i	Develop and compare the visitors in social media and direct shopping visit.	L3	4	8
		ii	Organize the fundamentals and concepts of web Analytics.	L3	4	8
15.	a	i	Evaluate non - linear consumption with linear consumption.	L5	5	6
		ii	Explain the basics of tracking social media and its sights for companies.	L5	5	10
			Or			
	b	i	Measure the merits and demerits and effectiveness of search engine optimization.	L5	5	8
		ii	Explain the concepts of online security and threats to online users.	L5	5	8