

Reg. No.....

Name.....

END SEMESTER EXAMINATION – OCTOBER 2025**SEMESTER 9: INTEGRATED M.Sc. PROGRAMME IN COMPUTER SCIENCE -DATA SCIENCE****COURSE: 21UP9CRMCP31: WEB ANALYTICS***(For Regular 2021 Admission)*

Time: 3 Hours

Max. Weightage: 30

PART A**Answer any 8****(Weights -1)**

1. Define web analytics, why you need web analytics for your company. (U)
2. Explain how AI and ML are changing web analytics. (An)
3. Define hits and matrices in web analytics. (R)
4. Discuss organic search and direct search. (R)
5. Write a short note on website heat maps. (R)
6. Discuss log file analysis and page tagging. (U)
7. Explain concept of funnels in analytics. (U)
8. Define paid keywords and its types. (U)
9. Write a note on exit pages report. (R)
10. Define A/B testing.

(1 x 8 = 8)**PART B****Answer any 6****(Weights -2)**

11. How data is generated and used in click stream data analytics. (An)
12. Define search query and explain types of search query. (An)
13. Explain concept of segmentation in web analytics. (U)
14. List the various steps in web analytics operational process. (An)
15. Explain about emerging analytics. (An)
16. Differentiate navigation summary report and the visitors flow report. (An)
17. Discuss matrices which are usually included in a web analytics dashboard. (An)
18. Differentiate conversion and goals in web analytics with relevant applications. (An)

(2 x 6 = 12)

PART C**Answer any 2****(Weights -5)**

19. Discuss various traffic analysis in web analytics. How do sources and mediums help in understanding user behavior on a website. (An)
20. Explain with suitable examples, why is analysing keywords considered essential in digital marketing, SEO and content strategy. (An)
21. With diagram, explain how google analytics collects data from websites. (R)
22. Explain how the data landscape has evolved and why it matters for business and analytics. (An)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO1	Explain the fundamental paradigms of machine learning and the principles of density estimation techniques.	An	Q6,Q10,Q15	4
CO2	Apply dimensionality reduction methods like PCA and SVD and implement classification algorithms such as Perceptron, Feed Forward Network, and SVM.	An	Q1,Q4,Q12,Q19	9
CO3	Analyze clustering techniques and regression models to discover patterns and predict outcomes from data.	E	Q2,Q7,Q16,Q17,Q22	11
CO4	Evaluate the efficiency of probabilistic models like Bayesian Networks, HMMs, and CRFs, and apply TensorFlow for machine learning tasks.	An	Q3,Q9,Q13,Q18,Q20	11
CO5	Evaluate the performance and applicability of deep learning architectures like CNNs, RNNs, and LSTMs in solving real-world problems.	Cr	Q5,Q8,Q11,Q14,Q21	11

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;