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**MANIPAL INSTITUTE OF TECHNOLOGY**  
MANIPAL

**VI SEMESTER B.TECH. PROGRAM ELECTIVE I**  
**END SEMESTER EXAMINATION**

**SUBJECT: DIGITAL MARKETING ANALYTICS [CRA 4052]**

Time: 3 hours

MAX. MARKS: 50

- Q1. List the different categories of digital analytics in defining Web Analytics 2.0. Explain any two of them (3)
- Q2. Describe the four different types of contrasts that are available for data analysts for Data visualization (4)
- Q3. Define digital marketing maturity. Briefly explain BCG's four levels of digital marketing maturity (3)
- Q4. Briefly explain how "traffic bots" and "fake news" can cause challenges for digital marketers? List out two more challenges faced by digital marketers in the digital marketing space apart from "traffic bots" and "fake news" (3)
- Q5. List and explain five rules that can be followed to build effective dashboards (4)
- Q6. Explain Web Analytics. What are the marketer's motivation behind web analytics? (3)
- Q7. "Analytics can be used to tackle specific marketing problems". Please justify the statement? (3)
- Q8. With the help of a neat diagram, explain McKinsey and Company's Consumer Decision Journey Framework (4)
- Q9. With the help of a neat diagram, discuss the Pyramid model of web data proposed by Eric Peterson (3)
- Q10. State and explain the three roles data analysts should take in the world of Digital Marketing (3)

Q11. Explain the following terms (a) Clickthrough rate (b) Page exit ratio (c) Page views per visit (d) Single page visits (4)

Q12. Describe the significance of the 'zero moment of truth', 'first moment of truth' and the 'second moment of truth' with respect to marketing with the help of an example. (3)

Q13. Describe the five categories of Marketing Data analysis (3)

Q14. List any six differences between Cookie-based tracking and Server-based tracking approaches to collecting web analytics data? (4)

Q15. "The way the brands advertise in social media has some sameness with a few exceptions" Justify this statement. (3)