

INDIRA UNIVERSITY, PUNE

SCHOOL OF INFORMATION TECHNOLOGY- MSC CA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Web Analytics
Course Code: 25PCA205BT

Max. Marks: 25
Time: 1 Hr. 30 Minutes

Instructions

- All Questions are compulsory.
- All symbols have their usual meaning.
- Figures to the right indicates full marks

Q1.	Attempt any 5 out of 7. (1 Mark each) a) What is the primary goal of the Web Analytics process? b) List the different types of web analytics available to a digital marketer. c) Name the specific technical requirements needed for data collection. d) Recall the definition of the Web Analytics 2.0 framework. e) Define the term "Clickstream Data". f) Show the importance of web analytics in decision-making. g) Which are the common data sources used in Web analytics?	(5 Marks)	CO1
Q2.	Attempt any 2 out of 4. (5 marks each) a) Explain how to conduct a site visit to gather qualitative user feedback. b) Contrast the features of Website surveys versus Post-visit surveys. c) Illustrate the benefits of heuristic evaluations in improving UI design. d) Relate qualitative analysis techniques to the assessment of website usability.	(10 Marks)	CO2
Q.3	Attempt all questions (5 marks each) a) Identify the Data sources (Server logs vs. Visitors data) for effective measurement. b) Organize a Dashboard using key metrics to track e-commerce performance. OR	(10 Marks)	CO3
Q.3	Attempt the question. Develop a conversion strategy by making use of Funnels and A/B testing results.	(10 Marks)	CO3
