



QP CODE: 25804510



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Reg No : .....

Name : .....

**INTEGRATED M.Sc DEGREE EXAMINATION, OCTOBER 2025**

**Ninth Semester**

INTEGRATED MSC COMPUTER SCIENCE-DATA SCIENCE

**CORE - ICSD9CR2 - WEB ANALYTICS**

2021 ADMISSION ONWARDS

0E26751A

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Identify session tracking in web analytics.
2. Cite about website engagement.
3. Discuss on the concerns about using Javascript tags.
4. Briefly explain Google Analytics features.
5. Define goals. Give examples.
6. Discuss on Hierarchical KPIs.
7. Define backlinks
8. Name the key metrics in search query analysis.
9. Define Page views in web analytics.
10. Discuss the need for segmentation.

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Prepare a brief note on the history of web analytics.
12. Summarize the micro and macro level data insights.
13. Effective web analytics is a cyclical process. Discuss.
14. Explain how does google analytics work?
15. Discuss about learning users in web analytics.





16. Briefly discuss the main types of website traffic (organic, direct, referral, and paid)? Explain each with one example.
17. Discuss about website content report.
18. Explain about piwik web Analytics.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Compare and contrast web logs and web beacons.
20. Explain in detail on learning about users.
21. Discuss in detail about the emerging search query types.
22. Discuss in detail the emerging Analytics.

(2×5=10 weightage)

