



## BRAINWARE UNIVERSITY

Library  
Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

**Term End Examination 2023**  
**Programme – BBA(DM)-2021**  
**Course Name – Web Analytics and Webmaster Tools**  
**Course Code - BBADMS401**  
**( Semester IV )**

**Full Marks : 60**

**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Judge the importance of setting up goals in Google Analytics.
- |  |   |
|--|---|
| a) Goals help businesses track and measure conversions on their website. | b) Goals are not necessary in Google Analytics.                         |
| c) Goals are only relevant for e-commerce websites.                      | d) Goals are only relevant for businesses with a large online presence. |
- (ii) Distinguish between bounce rate and exit rate in Google Analytics.
- |  |  |
|--|--|
| a) Bounce rate is the percentage of users who exit the site after visiting only one page, while exit rate is the percentage of users who leave the site after visiting multiple pages. | b) Bounce rate and exit rate are the same thing in Google Analytics. |
| c) Bounce rate is the percentage of users who leave the site after visiting multiple pages, while exit rate is the percentage of users who exit the site after visiting only one page. | d) Bounce rate and exit rate are not tracked in Google Analytics.    |
- (iii) Identify the type of data that can be accessed using Google Search Console
- |                         |                                 |
|-------------------------|---------------------------------|
| a) Website traffic data | b) Demographic data             |
| c) Email marketing data | d) Social media engagement data |
- (iv) Order the steps involved in adding a website to Google Search Console.
- |   |   |
|---|---|
| a) Verify ownership, add a property, confirm verification | b) Add a property, verify ownership, confirm verification |
| c) Confirm verification, verify ownership, add a property | d) Verify ownership, confirm verification, add a property |



- (v) Discuss the significance of mobile usability in Google Search Console.
- a) Mobile usability has no impact on a website's performance on Google search results
- b) Mobile usability is important for website visitors but has no impact on a website's performance on Google search results
- c) Mobile usability is important for both website visitors and a website's performance on Google search results
- d) Mobile usability is only important for a website's performance on social media platforms
- (vi) Define Google Analytics.
- a) Google Analytics is a web analytics tool provided by Google that allows you to track and analyze website traffic and user behavior.
- b) A social media platform
- c) A search engine
- d) A content management system
- (vii) Examine the difference between sessions and pageviews in Google Analytics.
- a) A session is a group of interactions that takes place on a website within a given time frame, while a pageview is counted each time a user views a webpage.
- b) The time it takes to load a webpage and how many times the website is visited
- c) A single interaction on a website and total number of visits
- d) None of these
- (viii) Recognize the difference between bounce rate and exit rate in Google Analytics.
- a) Bounce rate is the percentage of single-page sessions on a website, while exit rate is the percentage of exits from a website after visiting one or more pages.
- b) They are same
- c) Bounce rate is how many emails are not delivered and exit rate is how many people did not open the emails
- d) None of these
- (ix) Select the report that shows the number of sessions, users, and pageviews on a website in Google Analytics.
- a) The "Audience Overview" report in Google Analytics shows the number of sessions, users, and pageviews on a website.
- b) Acquisition report
- c) Behaviour report
- d) Conversion report
- (x) How can web analytics tools help you predict future website trends?
- a) By analyzing historical data
- b) By monitoring real-time data
- c) By using machine learning algorithms
- d) All of the above
- (xi) How can webmaster tools help you examine your website's health?
- a) By checking for broken links
- b) By identifying crawl errors
- c) By analyzing backlinks
- d) All of the above
- (xii) How can web analytics tools help you benchmark your website performance against competitors?
- a) By analyzing competitor website traffic
- b) By monitoring competitor search rankings
- c) By comparing website conversion rates
- d) All of the above
- (xiii) How can you examine your website's internal and external links using Webmaster Tools?
- a) From "Links" tab in GSC
- b) From "Performance tab" in GSC
- c) From URL inspection Tab
- d) None of these
- (xiv) Identify the different types of goals that can be set up in Google Analytics.
- a) Destination goals, event goals, and engagement goals
- b) Destination goals, conversion goals, and acquisition goals
- c) Conversion goals, event goals, and engagement goals
- d) Acquisition goals, retention goals, and engagement goals

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(xv) Interpret the significance of the bounce rate in Google Analytics.

- a) A high bounce rate indicates that users are engaged with the website and are likely to convert.
- b) A high bounce rate indicates that users are not finding what they are looking for on the website and are leaving after visiting only one page.
- c) A low bounce rate indicates that users are not engaged with the website and are unlikely to convert.
- d) The bounce rate has no significance in Google Analytics.

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Establish the relation - How can web analytics be used to improve website search engine optimization (SEO) (3)
3. Record what data can be collected through event tracking in Google Analytics (3)
4. Define "Index Coverage" report in Google Search Console (3)
5. Discover the benefits of using Google Search Console for local businesses. (3)
6. How can the effectiveness of website content be evaluated through web analytics? (3)

**OR**

What can be inferred from high exit rates in web analytics? (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Discover - How can Google Analytics help businesses identify which pages on their website are underperforming? (5)
8. Differentiate between attribution models in Google Analytics, including first-click attribution, last-click attribution, and multi-channel attribution, and explain how businesses can use these m (5)
9. Differentiate between pageviews and unique pageviews in Google Analytics, and explain how this data can be used to improve website performance. (5)
10. Explain how businesses can use Google Analytics to measure the effectiveness of their email marketing campaigns. Provide specific examples. (5)
11. Illustrate a plan for using Google Analytics to improve the user experience of a website. (5)
12. Evaluate the importance of using Google Webmaster Tools to identify and resolve website security issues. Provide specific examples of tools within the platform that can assist in this process. (5)

**OR**

Compare and contrast the different types of search data available in Google Search Console, including impressions, clicks, click-through rate (CTR), and average position. (5)

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