



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023

Course Name – Digital Marketing Analytics

Course Code - BBD60206

(Semester VI)

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) Select which channel helps in long-term organic growth?
 - a) Paid Ads
 - b) SEO
 - c) Influencer Marketing
 - d) Display Ads
- (ii) Choose where digital analytics mainly helps marketers to?
 - a) Design websites
 - b) Measure performance
 - c) Create logos
 - d) Hire staff
- (iii) Identify which metric measures website traffic volume?
 - a) Bounce rate
 - b) Sessions
 - c) CTR
 - d) Conversion rate
- (iv) Choose which tool tracks keyword ranking?
 - a) Google Analytics
 - b) Search Console
 - c) SEMrush
 - d) Canva
- (v) Choose which analytics metric indicates audience interest?
 - a) Time on page
 - b) Server speed
 - c) IP address
 - d) DNS
- (vi) Select the KPI that measures the percentage of ad impressions that result in clicks.
 - a) CPC
 - b) CTR
 - c) CPA
 - d) ROI
- (vii) Select the KPI that evaluates profitability of a digital marketing campaign.
 - a) ROI
 - b) CTR
 - c) Bounce Rate
 - d) CPC
- (viii) Identify the metric that shows ad visibility.
 - a) Impressions
 - b) CTR
 - c) CPA
 - d) Conversion Rate
- (ix) Select the evaluation approach that analyzes past data trends.

- a) Predictive Analytics
- b) Descriptive Analytics
- c) Prescriptive Analytics
- d) Diagnostic Analytics
- (x) Choose the SEO indicator that reflects website technical health.
 - a) Keyword ranking
 - b) Site audit score
 - c) CTR
 - d) Organic traffic
- (xi) Select the SEO metric that measures page loading time.
 - a) Page speed
 - b) Bounce rate
 - c) CTR
 - d) Impressions
- (xii) Select the metric used to track clicks on links inside emails.
 - a) Open Rate
 - b) Click-Through Rate (CTR)
 - c) Delivery Rate
 - d) Unsubscribe Rate
- (xiii) Choose the social media analytics tool used by enterprises.
 - a) Canva
 - b) Sprout Social
 - c) Google Search Console
 - d) SEOptimer
- (xiv) Select the attribution model that distributes credit equally across touchpoints.
 - a) Linear attribution
 - b) Position-based attribution
 - c) Last-click attribution
 - d) First-click attribution
- (xv) Choose the tool primarily used for tracking website traffic and user behavior.
 - a) Google Search Console
 - b) Google Analytics
 - c) SEMrush
 - d) Canva

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. State the purpose of a KPI. (3)
- 3. State the primary goal of A/B Testing. (3)
- 4. Discuss the limitations of Last-Click Attribution. (3)
- 5. Describe 'Multi-Channel Funnels'. (3)
- 6. Classify the four main types of Digital Analytics. (3)

OR

Classify the different types of attribution models. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. State the importance of SEO analytics. (5)
- 8. Describe social media marketing. (5)
- 9. Illustrate the use of Google Search Console. (5)
- 10. Classify SEO analytics metrics. (5)
- 11. Assess the importance of reach and impression metrics. (5)
- 12. Assess the role of unsubscribe rate. (5)

OR

Assess the importance of attribution models. (5)

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