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B.Sc. (Graphics & Web Designing) (Semester – 5th)

SOCIAL MEDIA AND WEB ANALYTICS

Subject Code: BGWDS1503

Paper ID: [21132620]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

- Q1. Attempt the following:
- a) Name any four popular social media platforms commonly used for marketing.
 - b) Explain the term "reach" in the context of social media analytics.
 - c) Define social media marketing and mention any two key benefits for businesses.
 - d) What are social media sharing buttons, and how do they enhance user engagement on websites?
 - e) What is the significance of integrating social media elements into website design?
 - f) Name two key metrics used to analyze user behavior on a website.
 - g) What is the purpose of evaluating the effectiveness of a social media campaign?
 - h) Define web analytics and mention two popular web analytics tools.
 - i) What role does pacing play in visual storytelling for short videos?
 - j) Define multimedia content in the context of digital marketing and give two examples.

Section – B

(5 marks each)

- Q2. Explain the importance of understanding audience behavior and preferences in developing a social media strategy.
- Q3. Discuss how to optimize a website for social media sharing and engagement. Provide examples of best practices.
- Q4. Explain the concept of creating social media-friendly interfaces and the impact it has on user experience.
- Q5. Explain the role of Google Analytics in analyzing website traffic and user behavior. Provide examples of the metrics it tracks.
- Q6. Evaluate the impact of animated GIFs versus static images on user interaction rates across different social media platforms.

Section – C

(10 marks each)

- Q7. a. How can visuals such as images, videos, infographics, and memes enhance a brand's presence on social media? Explain with suitable examples.
b. Explain the process of analyzing website traffic and user behavior using analytics tools.
- Q8. Explore various strategies for integrating social media elements into website design to boost user interaction and brand visibility.
- Q9. Critically examine the role of typography and imagery in conveying a brand's values. How can poor design choices impact customer perception and engagement?