Roll No……..….. **Total No. of Printed Pages: 1**
Total No. of Questions: [09]

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?