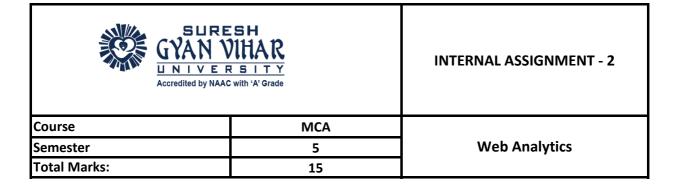


Q.1. Write answers for any two questions from below. 5 marks each – Word limit – 500

- A. What is the basic guidelines of heuristic evaluation?
- B. How many types of competitive intelligence analysis are there?
- C. Explain Text Analysis Methods & Techniques

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- **A.** Describe different types of goals.
- **B.** Explain are the different dash board metrics.
- **C.** Discuss the web analytics and its types.
- **D.** Which are benefits for site visit.
- **E.** State the limitation of goals.



Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What is the importance of web analytics?
- B. Explain Search Engine Statistics
- C. How to conduct a social media sentiment analysis?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Write down steps for conducting survey
- **B.** Explain the difference between site visit and survey.
- **C.** What is dashboard?
- **D.** Explain heuristic evaluation?
- **E.** Why should evaluate heuristic evaluation?