



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>Web Analytics</b>
<b>Semester</b>	<b>4</b>	
<b>Total Marks:</b>	<b>15</b>	

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

- A. Define the purpose of the marketing plans?
- B. Define the web data.
- C. What are the aims of the plan?

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

- A. Discovering Desktop Applications
- B. Common Mistake Companies Make With Social Media
- C. List the free web analytic tools available in the market.
- D. How to access your Web analytics tools
- E. Taking a Sneak Peek at the Data



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>Web Analytics</b>
<b>Semester</b>	<b>4</b>	
<b>Total Marks:</b>	<b>15</b>	

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

- A. What are the various benefits of the Digital Marketing?
- B. Why digital Marketing strategy required?
- C. What are disadvantages of the not developing social media strategy?

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

- A. Explain the circumstance for Free tools, Low cost and high end Tools.
- B. Mastering Internet Marketing Lingo
- C. Valuable Capabilities for Value conscious consumers
- D. Sales through Social Marketing
- E. Differentiate between server, client and hosted solutions tools.