



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

INTERNAL ASSIGNMENT - 1

Course	MCA	Web Analytics
Semester	5	
Total Marks:	15	

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.



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INTERNAL ASSIGNMENT - 2

Course	MCA	Web Analytics
Semester	5	
Total Marks:	15	

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?