
 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 1</b>
<b>Course</b>	<b>BCA Plus</b>	<b>Google 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 new features of Google analytics?
- b) How effective is the beta galore feature?
- c) Explain the concepts of motion chart?

Q.2. Write short notes to all questions from below. (1 Mark each - Word limit - 100)

- a) How has reporting made technologically advanced?
- b) Give a short note about the concept of segmentation?
- c) What can Google analytics do for the website owner?
- d) What is a metrices and how is it useful?
- e) The dashboard work is difficult to manage. Explain?

 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 2</b>
<b>Course</b>	<b>BCA Plus</b>	<b>Google 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)

- Explain in brief the tracking of code?
- What is client management?
- Specify the settings of analytics account?

Q.2 Write short notes to all questions from below. (1 Mark each - Word limit - 100)

- What are the ways in which the profile name editing can be made?
- How can filter be applied to a profile?
- Write steps for sorting the profiles?
- Explain the role of customer in ecommerce?
- Ecommerce is a mystery within itself. Explain?