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## School of Business

Master of Business Administration MBA Dual Specialization  
Mid Term Examination - Mar 2024

Duration : 90 Minutes  
Max Marks : 50

### Sem IV - MBIT6005 - Web Analytics

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Compare and contrast the evolution of web analytics from the early days of the internet to the present, highlighting key technological advancements and shifts in analytical approaches. K5 (5)
- 2) Suppose an automobile company is launching a new website. The website is expected to have lot of load during peak hours. Identify how website stress testing can be used to ensure better performance of the website. K3 (6)
- 3) Imagine you are working as a web analyst for an E-commerce company that is experiencing low conversion rates on its website. Describe any three common issues related to low conversion rates on websites and provide a detailed solution for each issue. Use relevant examples to support your solutions. K4 (8)
- 4) Suppose you are a web designer tasked with redesigning Snapdeal's website (E-Commerce company) that has seen a decline in user engagement and sales. The website currently has a cluttered layout, slow loading times, and an outdated design. Your goal is to improve the overall user experience and increase conversion rates. Using latest website design methodologies, propose a redesign strategy for the above mentioned issues. K3 (9)
- 5) Imagine you are a manager in a retail company that sells electronic gadgets online. Your company is facing increasing competition from other online retailers. You are discussing strategies with your team to improve customer satisfaction and loyalty. K5 (10)
  - a) Justify the importance for your company to focus on customer centricity in this competitive environment. (5)
  - b) Explain the different ways of implementing customer centricity approach. (5)

- 6) Flipkart Company, an E-Commerce platform, is looking to improve user engagement on their website. They have identified that their product detail pages (PDPs) could be optimized to increase conversions. The marketing team has proposed several changes, including redesigning the layout, changing the color scheme, and modifying the placement of the call-to-action (CTA) buttons. However, the team is unsure which changes will have the most significant impact on user engagement. So, the company decides to conduct an A/B test to determine the most effective changes for their PDPs. They create two versions of the product detail page: Version A, which includes the proposed changes, and Version B, which serves as the control group and retains the original design. The A/B test is run for two weeks, during which both versions are randomly shown to visitors.
- a) Design an A/B testing plan for the company, outlining the key elements such as the hypothesis, variables, sample size calculation, and duration of the test. (8)
- b) Discuss the improvements that A/B testing can bring to the re-designing of the website. (4)