

**PGDDM Sem.-2 Examination****Paper-3****Basics of Blogging****April-2025****Time : 2-30 Hours]****[Max. Marks : 70**

Q-1	A) Explain the fundamentals of Google Analytics. Discuss how Google Analytics works, the process of account management, user profiling, and navigation.	14
Q-2	<p>A) What is Analytics Intelligence in Google Analytics? Explain how automatic intelligence alerts and intelligence segments work.</p> <p style="text-align: center;"><b>OR</b></p> <p>B) Differentiate between personal blogging and professional blogging.</p>	14
Q-3	<p>A) Define goals and eCommerce tracking in Google Analytics. Explain how goals are set up, how goal reports are interpreted, and the role of eCommerce tracking in improving online sales performance.</p> <p style="text-align: center;"><b>OR</b></p> <p>B) What is the difference between a user, session, and hit in Google Analytics? Explain with examples.</p>	14
Q-4	<p>A) Explain the process of content generation and distribution. How can businesses create engaging content for different digital networks?</p> <p style="text-align: center;"><b>OR</b></p> <p>B) How would you use Google Analytics data to decide what content to repurpose or update?</p>	14
Q-5	A) Discuss the role of blogging in digital marketing. What are the different types of blogging, and how do various blogging platforms contribute to content marketing?	14