



Seat No. : _____

NQ-105

November-2025

BS (BCA)., Sem.-III (NEP)

SEC-230 : Google Data Analytics

Time : 1:00 Hour]

[Max. Marks : 25

1. (A) What are Google Analytics ? Also explain history of Google Analytics. 5
1. (B) Write a short note on Data collection methods of Google Analytics. 5

OR

1. (A) Why is it important to measure website traffic ? Why should businesses use Google Analytics ? 5
1. (B) List different measurement techniques. Also explain what are account and property. 5
2. (A) Write a short note on Segment, Dimension and Metrics. 5
2. (B) Explain in brief about all types of reports of Google Analytics. 5

OR

2. (A) Write a short note on Exploration techniques. 5
2. (B) What is Traffic ? Explain different types of traffic. 5

3. MCQ : (Any Five) 5

(1) _____ monitors the performance of a website and information about its visitors and users.

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|----------------------|------------------|
| (a) Google | (b) SEO |
| (c) Google Analytics | (d) All of these |

