

**ASSESSMENT # 5**

**Total Marks: 30**

**Answer the following questions:**

**Q:1:** Short Questions; (20)

- I. What are some benefits of tracking unique visitors?
- II. What is meant by conversion rate in e-commerce?
- III. What is the duration and stickness matrix?
- IV. What is 'view to cart ratio'? and when it is effective?
- V. How does tracking referers and keywords benefit a business?

**Q:2:** What sort of information is provided by E-commerce management tools? and how this information is helpful? (10)