

Time: 3 Hours

Max. Marks: 80

N.B. (1) Question one is Compulsory.

(2) Attempt any 3 questions out of the remaining.

(3) Assume suitable data if required.



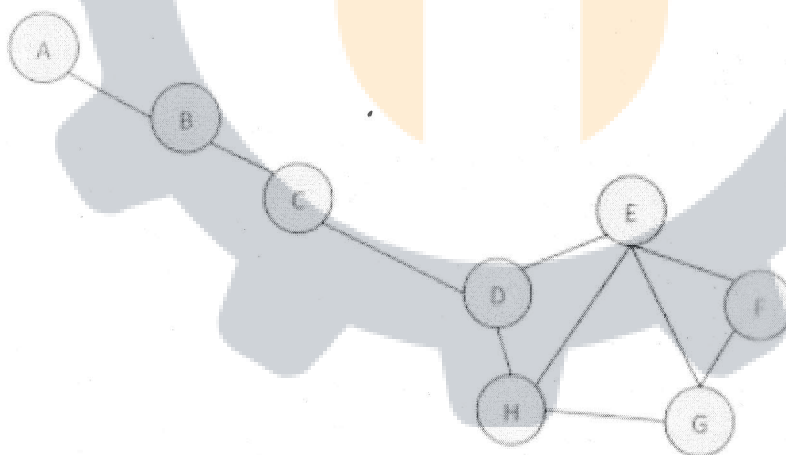
Q. 1 Answer any 4

- (a) Explain the need of social media analytics. 05
- (b) Explain different types of social media Analytics with examples. 05
- (c) Explain how social media is the beneficial for the business growth. 05
- (d) Explain Tie-Strength in social media network structure. 05
- (e) Explain the four steps in social media risk management. 05

Q. 2 a) Explain different Challenges for Social Media Analytics. 10

b) Explain in detail seven layers of social media analytics. 10

Q.3 a) Social media network structure is given below. Answer the given questions. 10



- i) Create an adjacency matrix and adjacency list for this graph.
- ii) Find the connectivity of the Network.
- iii) What is the Degree distribution for the above graph?
- iv) Draw the 1.5 egocentric network for node D and G.
- v) Find the density of the graph.
- vi) What is the length of the shortest path from node A to G?
- vii) Find the betweenness centrality of node E.

b) Explain steps for Text Analytics. Explain static and dynamic text analytics. 10

Q.4 a) What are different social media KPIs. 10

b) Explain social media action Analytics and Hyperlink Analytics. 10

Q. 5 a) Elaborate on Social media issues and privacy policies. 10

b) What is social media Location Analytics and Search Engine analytics 10

Q.6 Write short notes on any 4 20

- a) Applications of Social Media Analytics
 - b) Collaborative Filtering for recommendation
 - c) Difference between social media analytics and Traditional Business Analytics
 - d) Social Media Analytics tools
 - e) Degree Centrality and Closeness centrality
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