Paper / Subject Code: 50017 / Social Media Analytic

May 28, 2024   10:30 am - 01:30 pm   1T01878 - B.E. Computer Science & Engineering (Artificial Intelligences & Machine Learning)(R-2019-20 C Scheme)(Sem-VIII) / 50017 - Social Media Analytic
QP CODE: 10056176

Time: 3 Hours   **Max. Marks: 80**
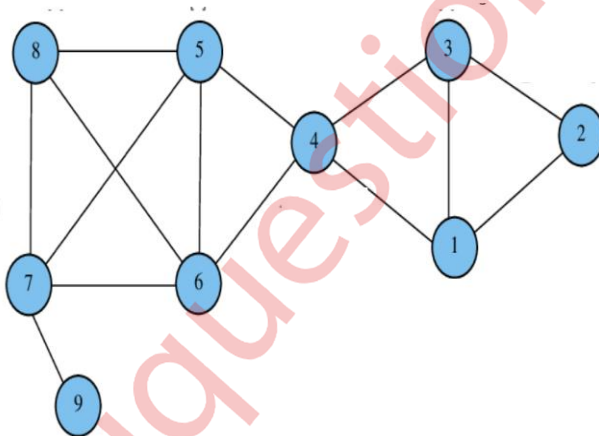
N.B. (1) Question one is Compulsory.
   (2) Attempt any 3 questions out of the remaining.
   (3) Assume suitable data if required.

Q. 1 Answer any 4

(a) Differentiate between social media analytics and Traditional Business Analytics.   **05**

(b) Explain the core characteristics of Social Media.   **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) What are different social media KPIs.   **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 degree centrality of each node of the network. Find the Central node of the network.
iii)   Draw the 1.5 egocentric network for node 4.
iv)   Find the density of the graph.
v)   What is the length of the shortest path from node 2 to 7.
vi)   What is the largest clique in this network? How many cliques of that size are there?

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

Q.4 a) Compare Traditional recommendation system and Social Recommendation System. **10**

   b) Explain different Challenges for Social Media Analytics. **10**

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

   b) What is social media Hyperlink analytics. Explain different types of hyperlink

   analytics. **10**

Q.6   Write short notes on **any 4**. **20**
   a) Types of Search engines
   b) Sources of Location data
   c) Applications of Social Media Analytics
   d) Collaborative Filtering for recommendation
   e) Social media text analytics tools

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