Duration: 3hrs   **[Max Marks:80]**

N.B. : (1) Question No 1 is Compulsory.
        (2) Attempt any three questions out of the remaining five.
        (3) All questions carry equal marks.
        (4) Assume suitable data, if required and state it clearly.

1	Attempt any FOUR	[20]
a	Draw and explain the Social Media Analytics Cycle with a detailed description of each stage.	5
b	Explain Tie strength and trust. What is significance of weak ties in a social network?	5
c	What is mobile analytics? Explain characteristics of mobile Apps.	5
d	Explain types of search engines.	5
e	Explain data privacy, privacy policies and settings, issues related to data ownership on social media in the context of social media platforms. How can individuals protect their personal data when using digital platforms?	5

2 a	Explain in detail the "Seven Layers of Social Media Analytics." Also, discuss the tools commonly used for each layer with suitable examples.	[10]
b		[10]
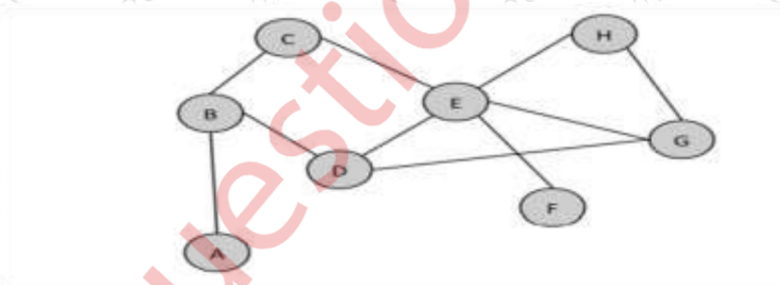
Answer the following questions about this graph.

a.	What is the degree distribution for this graph?	[2mark]
b.	What is the density of this graph?	[1 mark]
c.	Which node(s) have the highest degree? What is the degree?	[1 mark]
d.	Which node(s) have the lowest degree? What is the degree?	[1 mark]
e.	Which node has the highest closeness centrality? Calculate it.	[2 mark]
f.	Which node has the highest degree centrality?	[1 mark]
g.	Draw the 1.5 egocentric network of node D.	[1 mark]
h.	Draw 1 egocentric network of node D.	[1 mark]

X525Y61DC28X525Y61DC28X525Y61DC28X525Y61DC28

3 a Explain types of social media text.What are text analytics and explain text analytics steps. [10]

  b Explain Social Media Hyperlink Analytics by discussing the types of hyperlinks, types of hyperlink analytics, and commonly used hyperlink analytics tools. [5]

  c Explain what action analytics is. Identify some of the existing social media and types of actions used in them. [5]

4 a Explain categories of location analytics. What are applications of each category of location analytics? [10]

  b Explain Search Engine Analytics. Also, discuss the concepts of Search Engine Optimization (SEO) and Search Trend Analytics. Further, describe the different types of analytics provided by Google Trends with examples. [10]

5 a Describe Automated Recommendation Systems and compare Traditional Recommendation Systems with Social Recommendation Systems. [8]

  b Discuss the key steps involved in Formulating a Social Media Strategy and highlight how organizations can Manage Social Media Risks effectively. [6]

  c Explain the importance of Understanding Social Media and Business Alignment, and describe key Social Media KPIs used to measure performance. [6]

6 a Discuss a case study highlighting effective use of social media in the public sector. [10]

  b Discuss how businesses can measure the success of their social media initiatives. Explain the importance of interaction and monitoring in business social media strategies. [10]

****

X525Y61DC28X525Y61DC28X525Y61DC28X525Y61DC28