Duration: - 3 Hours   **Marks: 80 Marks**

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.

Q.1   20
    a. What is predictive analytics?   5
    b. What is text analytics, and why it is useful?   5
    c. What is search engine analytics?   5
    d. Explain the steps needed to formulate a social media strategy.   5

Q.2 a. Differentiate among social media, Web 2.0, and social network sites.   10
        How degree distribution is plotted for the graph? Show degree distribution of the
        following graph.
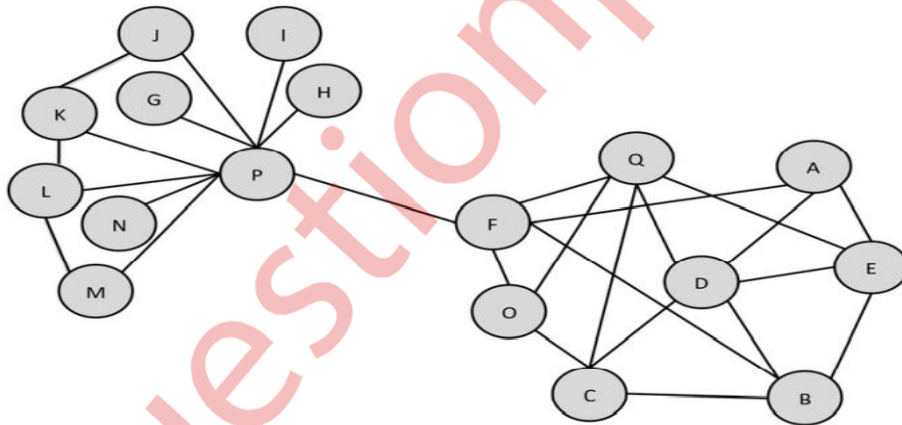
    b.   10

Q.3 a. Explain Social Media Action Analytics, Common Social Media Actions and   10
        Actions Analytics Tools.
    b. Explain tools of Hyperlink Analytics.   10

Q.4 a. List all the location analytics tools and also explain working of every tool.   10
    b. What is social media risk? Explain the four steps in social media risk management   10

Q.5 a. Discuss various privacy attributes of Social Media Sites.   10
    b. What is Location analytics? Explain its significance in context of social media   10
        analytics?

Q.6   Write short notes on any two   20
    a. Centralization in social media analytics with example.
    b. Challenges of social media analytics.
    c. Automated, Traditional and Social recommender systems.
    d. Social Media Risks Management Framework.

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