

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 Solve any four 20 (4x5)
- Explain hyperlink Analytics?
 - Specify the significance of Social Media KPI
 - Differentiate between static and dynamic social media text.
 - Explain the steps needed to formulate a social media strategy.
 - Explain The benefits of brand building
- Q.2 a. What is social network structure? List at least two different networks that exist within Facebook. For each one, answer the following: 10
- What constitutes a node?
 - What constitutes an edge?
 - Is it directed?
 - Is it weighted? If so, what does the weight indicate?
 - What is the smallest component in the graph?
- b. What is text analytics, and Explain the steps in text analytics with an example? 10
- Q.3 a. Briefly describe the seven layers of social media analytics, illustrating your answer with suitable examples. 10
- b. Define a social media-based recommendation system and explain how it differs from conventional recommendation systems. 10
- Q.4 a. What is search engine optimization? What are the different methods to do it? 10
- b. What is social media risk? Explain the four steps in social media risk management 10
- Q.5 a. What are the threats to privacy on social media? 10
- b. What is Location analytics? Explain its significance in context of social media analytics?
- Q.6 Write short notes on any two 20
- Explain Centralization in social media analytics with example
 - Write short note on
 - Challenges of social media analytics
 - Social Media Action analytics
