(Time: 2½ Hours)   **[Total Marks: 75]**

N. B.: (1) **All** questions are **compulsory**.
   (2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
   (3) Answers to the **same question** must be **written together**.
   (4) Numbers to the **right** indicate **marks**.
   (5) Draw **neat labeled diagrams** wherever **necessary**.
   (6) Use of **Non-programmable** calculators is **allowed**.

1.   Attempt _any Three_ of the following: **15**
a.   Identify the Core Characteristics of social media.
b.   Define Social Media Intelligence and Listening. How it is used in modern digital marketing and brand management.
c.   Illustrate the Importance of Social Media Intelligence (SMI).
d.   Discuss the Long Tail business Strategy in Business. What are its Advantages?
e.   Elaborate on the role of eWOM in Advertising, Communication, and Marketing.
f.   Categorize the social media tools based on access mechanisms.

2.   Attempt _any Three_ of the following: **15**
a.   What is social media analytics, and how it is different from traditional business analytics?
b.   Explain the seven layers of social media data. Support your answer with examples.
c.   Discuss the uses of Social Media-Based Location Analytics.
d.   Illustrate on Location Analytics in social media analytics.
e.   Discuss the use of Mobile/App Analytics.
f.   Define the terms: 1) Descriptive analytics, 2) Predictive analytics, and 3) Prescriptive analytics

3.   Attempt _any Three_ of the following: **15**
a.   Differentiate among social networks, social network sites, social networking, and social network analysis.
b.   Classify the Social Media Network based on Existence.
c.   What are the different Network Analysis Metrics?
d.   Classify the Social Media Network based on Direction of Links.
e.   Define the different Node-Level Properties of the network.
f.   List the different Network Analytics Tools.

4.   Attempt _any Three_ of the following: **15**
a   Explain about Dynamic Text Analytics Data Type.
b   Explain the Deployment Model of Social media text analytics.
c   Explain about Text Analytics Value Creation Cycle?
d   Discuss about Static Text Analytics Data Type.
e   Illustrate the different Text Mining Algorithms.
f   Evaluate the importance of Sentiment Analysis.

5.   Attempt _any Three_ of the following: **15**
a.   What are the challenges faced by the Recommendation systems?
b.   Explain about Content-based recommendation systems.
c.   Explain Memory-Based Collaborative Filtering.
d.   Differentiate between Recommendation and Search on Social Media.
e.   How do we use association rule mining for recommendation systems?
f.   How will you evaluate Accuracy of Predictions?

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