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B.E COMP Sem VIII R-19 SH 2024 Date: 9/12/24
Q P Code: 65392

Paper / Subject Code: 52777 / Social Media Analytics

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)
- Describe density, bridge and hub of a social network with example.
 - Differentiate static and dynamic social media text.
 - Define Clique and Cluster with example
 - Summarize ethical issues when mining social media.
 - Define main challenges of social media analytics.
- Q.2 a. i. List and explain the different network layouts(5M) 10
ii. What are the different scale issues that occur in network visualization?(5M)
- b. Briefly list and define different actions performed by social media users. 10
- Q.3 a. i. List and define different actions performed by social media users (5M) 10
ii. Identify different forms of hyperlink analytics? (5M)
- b. Review business data-driven location analytics and social media data-driven location analytics? 10
- Q.4 a. i. Identify and illustrate the main categories of search engine analytics (5M) 10
ii. Illustrate main categories of location analytics (5M)
- b. Explain common social media risks-mitigation strategies. 10
- Q.5 a. Construct the steps in Social media risk management. 10
b. Explain the ways to measure the success of a company having social media.
- Q.6 Write short notes on any two 20 (2x10)
- Explain seven layers of Social media data. Support your answer with examples.
 - Relate different techniques to secure social media accounts.
 - Explain Automated, Traditional and Social recommender systems.

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Marks: 80 Marks

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Q.1

- What is predictive analytics?
- What is text analytics, and why it is useful?
- What is search engine analytics?
- Explain the steps needed to formulate a social media strategy.

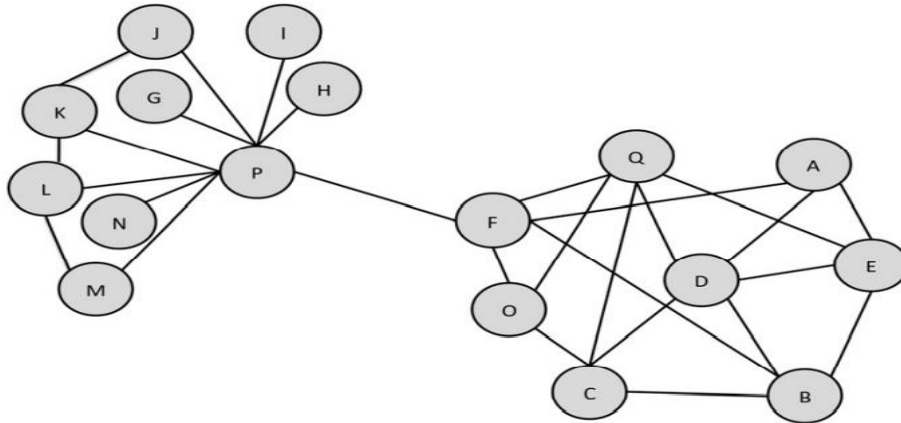
20
5
5
5
5

Q.2

- Differentiate among social media, Web 2.0, and social network sites.
 How degree distribution is plotted for the graph? Show degree distribution of the following graph.

10

b.



10

Q.3

- Explain Social Media Action Analytics, Common Social Media Actions and Actions Analytics Tools.
- Explain tools of Hyperlink Analytics.

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10

Q.4

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

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10

Q.5

- Discuss various privacy attributes of Social Media Sites.
- What is Location analytics? Explain its significance in context of social media analytics?

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Q.6

- Write short notes on any two
- Centralization in social media analytics with example.
- Challenges of social media analytics.
- Automated, Traditional and Social recommender systems.
- Social Media Risks Management Framework.

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BE (Comp) / SEM 8 / R19/C - Scheme / SH2023
Upcode: 43043

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**
 - Explain the two main categories of search engine analytics. 10
 - What is text analytics, and Explain the steps in text analytics with an example. 10
- Q.3**
 - Explain briefly the seven layers of social media analytics with examples. 10
 - What is a social media-based recommendation system and how does it differ from a traditional recommendation system? 10
- Q.4**
 - What is search engine optimization? What are the different methods to do it? 10
 - What is social media risk? Explain the four steps in social media risk management 10
- Q.5**
 - Explain various issues addressed in privacy policy 10
 - What is Location analytics? Explain its significance in context of social media analytics? 10
- Q.6** Write short notes on any two 20 (2x10)
- Challenges of social media analytics
 - Social Media Action analytics
 - Types of Social media risk
 - Intention analysis in social media.

(3 Hours)

[Total 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.

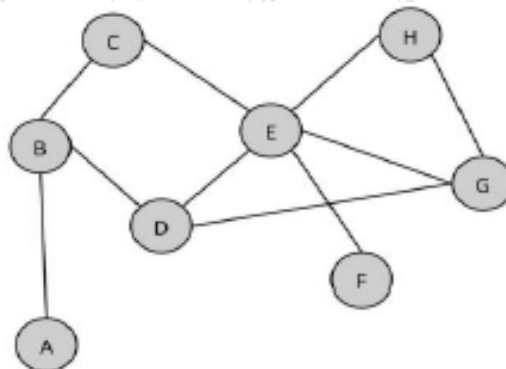
Q.1 Solve any four

20 (4x5)

- a. Define centrality and its types. How is it computed?
- b. Briefly discuss in-links, out-links, and co-links.
- c. What is the purpose of search engine optimization?
- d. Explain the steps needed to formulate a social media strategy.
- e. What are the benefits of social media users who use social media?

Q.2 a. Answer the following questions about this graph.

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- i. How many nodes are in the network?
 - ii. How many edges are in the network?
 - iii. Is this graph directed or undirected?
 - iv. Create an adjacency list for this graph.
 - v. Create an adjacency matrix for this graph.
 - vi. What is the length of the shortest path from node A to node F?
 - vii. What is the largest clique in this network? How many cliques of that size are there?
 - viii. How many connected components are there in this network?
 - ix. Estimate the density of the graph?
 - x. Are there any hubs in the network? If so, which node (s) and why is it a hub?
- b. Briefly list and define different actions performed by social media users.

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- Q.3 a. Discuss and differentiate social media texts. 10
- b. Discuss business data-driven location analytics and social media data-driven location analytics? 10
- Q.4 a. Explain the two main categories of search engine analytics. 10
- b. Explain common social media risks-mitigation strategies. 10
- Q.5 a. Briefly explain the seven layers of social media analytics. 10
- b. Explain the ways to measure the success of a company having social media. 10
- Q.6 Write short notes on any two 20 (2x10)
- a. Main challenges to social media analytics.
- b. Sources of Location Data.
- c. Traditional Vs social Recommendation Systems.
- d. Issues with the privacy policies.
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