

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)**
- a. Explain hyperlink Analytics?
 - b. Specify the significance of Social Media KPI
 - c. Differentiate between static and dynamic social media text.
 - d. Explain the steps needed to formulate a social media strategy.
 - e. Explain The benefits of brand building.
- Q.2**
- a. Explain the two main categories of search engine analytics. **10**
 - b. What is text analytics, and Explain the steps in text analytics with an example. **10**
- Q.3**
- a. Explain briefly the seven layers of social media analytics with examples. **10**
 - b. What is a social media-based recommendation system and how does it differ from a traditional recommendation system? **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. Explain various issues addressed in privacy policy **10**
 - b. What is Location analytics? Explain its significance in context of social media analytics? **10**
- Q.6** Write short notes on any two **20 (2x10)**
- a. Challenges of social media analytics
 - b. Social Media Action analytics
 - c. Types of Social media risk
 - d. Intention analysis in social media.
