

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

- 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

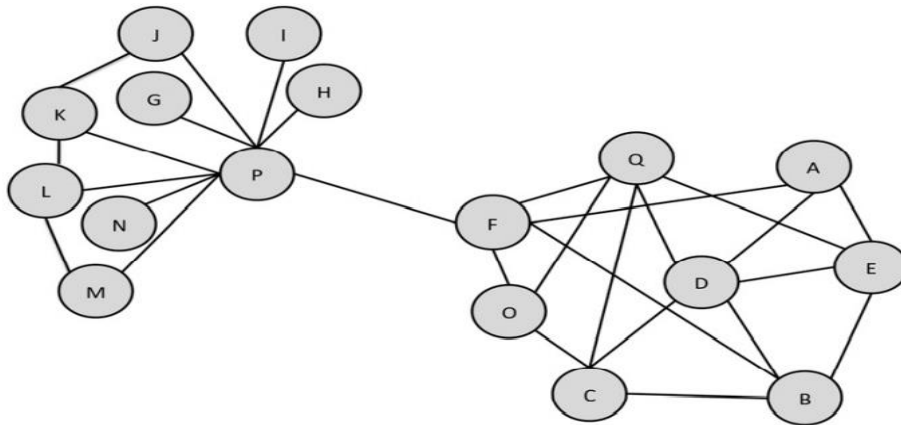
5

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.

10

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

10

10

Q.5

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

10

10

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.

20
