

BE SEM VIII (choice based) Summer 2026

Duration: - 3 Hours

Marks: 80 16/5/26

N.B. : (1) Question No 1 is Compulsory.

CAPN

(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?
 - What are social media KPIs? Identify five essential KPIs for an e-commerce brand launching a new product via influencer marketing on Instagram.
 - 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 differentiate it from content-based and collaborative filtering systems. 10
- Q.4 a. What is search engine optimization? What are some of the key metrics and KPIs to track when analyzing search engine analytics? 10
- b. Explain the process of managing misinformation risks on social media. Describe the four steps of risk management 10
- Q.5 a. What are the threats to privacy on social media? and explain the role of privacy policies in addressing them. 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
 - Benefits of using Social Media in Public Sector
 - Social Media Action analytics and steps and tools used to perform action analytics.

