

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**
- a. Explain Action Analytics with example.
 - b. What is the role of Centralization and Tie Strength in social network analysis?
 - c. Highlight the differences between Social Media Text Analytics and Hyperlink Analytics.
 - d. Explain the challenges faced while performing Social Media Analytics.
 - e. Explain how Social Network Visualization enhances the interpretation of large-scale online interactions.
- Q.2 a.** What is social network structure? List at least two different networks that exist within Instagram. For each one, answer the following: **10**
- i. What constitutes a node?
 - ii. What constitutes an edge?
 - iii. Is it directed?
 - iv. Is it weighted? If so, what does the weight indicate?
 - v. What is the smallest component in the graph?
- b.** Explain each of the seven layers in Social Media Analytics and how their integration gives a complete view for business intelligence, with real-life examples **10**
- Q.3 a.** Discuss the role of text analytics in social media analytics. Using a hypothetical social media dataset, explain the process of extracting meaningful insights using text analytic. **10**
- b.** What is a social media-based recommendation system and how can social media-based recommendation systems be used to improve customer service and support, explain with example? **10**
- Q.4 a.** What is search engine optimization? What are the different methods to do it? consider a small, local bakery in Dadar struggled with low online visibility despite having a loyal customer base. Explain how they can improve the visibility using SEO strategies? **10**
- b.** What are social media KPIs? Identify five essential KPIs for an e-commerce brand launching a new product via influencer marketing on Instagram. How do these KPIs support business decision-making? **10**

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Q.5 a. Explain the process of managing misinformation risks on social media. Describe the four steps of risk management in the context of a health awareness campaign. **10**

b. Describe how public sector agencies can leverage social media analytics during disaster response with examples.

Q.6 **20**

a. What is centralization in social network analysis? Illustrate its role using an example from a political campaign.

b. Write short note on

i) Privacy concerns in location analytics with examples

ii) Challenges to Social Media Analytics.