BE/Insem./APR-266

B.E. (Information Technology)

SOCIAL MEDIA ANALYTICS

(2015 Pattern) (Semester -II) (Elective - IV)

Time : 1 Hour]

[Max. Marks :30

Instructions to the candidates:

1) *Answer questions Q.1 or Q.2, Q.3 Or Q.4, Q.5 or Q.6.*

2) *Neat diagrams must be drawn wherever necessary.*

3) *Figures to the right side indicate full marks.*

Q1) a) Define Social Media Data? Explain Data sources in social media channels.

[5]

b) Compare Estimated and Factual Data Sources. **[5]**

OR

Q2) a) Explain different ways to gather data in social media analytics. **[5]**

b) Explain Public and Private data in social Media. **[5]**

Q3) a) Explain Structural Visualization with approaches? **[5]**

b) Explain convergence of Visualization and Analysis? **[5]**

OR

Q4) a) What is Visualization? State its importance in social media. **[5]**

b) Explain convergence of Visualization and Interaction? **[5]**

P.T.O.

Q5) a)   Explain k means clustering algorithm with example.   **[5]**

b)   Brief about keyword search. What are the challenges in this regards. **[5]**

OR

Q6) a)   Discuss keyword searches over XML and Relational data.   **[5]**

b)   Write short note on Transfer Learning in heterogeneous Networks.   **[5]**

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