

Enrollment No.....



Faculty of Management Studies
End Sem Examination May-2024
MS3ED08 Social & Web Analytics

Programme: BBA

Branch/Specialisation:

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is one of the big differences between traditional media and social media? **1**
 (a) Participatory production
 (b) Social media reaches only a few people at a time
 (c) The management structure of the companies
 (d) Traditional media offers no way for audiences to communicate with media producers
- ii. What is the primary purpose of hashtags in social media? **1**
 (a) To indicate sarcasm or irony in a post
 (b) To make keywords or topics for easy searchability
 (c) To identify a author of a post
 (d) To categorize the post on the basis of sentiments
- iii. It allows a programmer to see a clear structure of the information that is stored in the application called- **1**
 (a) API (b) Program (c) Data (d) None of these
- iv. What does 'Organic reach' mean in social media? **1**
 (a) The number of paid ads
 (b) The reach obtained from nonpaid ads
 (c) The geographical reach of post
 (d) The number of posts published
- v. What is CTR? **1**
 (a) Cost Through Rate (b) Click Table Rate
 (c) Click Through Rate (d) None of these
- vi. Following are applications of text mining- **1**
 (a) Classification (b) Clustering
 (c) Keyword search (d) All of these

[2]

- vii. _____ is a very fragile and unstable way of gathering data, because **1**
when anything changes on the web site, the source code is changed.
(a) Data mining
(b) Web crawling / scraping
(c) Both (a) and (b)
(d) None of these
- viii. _____ applies authority-based ranking to keyword search on **1**
labeled graphs.
(a) Object rank algorithm (b) Index based map
(c) Node keyword map (d) DISCOVER
- ix. In terms of Facebook's ranking algorithm, what does "weight" refer to? **1**
(a) The amount of comments, likes, etc. a content post receives
(b) How often a profile produces content
(c) How many highly ranked content posts a profile has in a given week
(d) How many followers/friends a company has
- x. Estimated metrics include _____ which provide the number of times a **1**
user has potentially seen a certain piece of content or advertising.
(a) Views (b) Impressions (c) Reach (d) All of these
- Q.2 i. Explain the landscape of social media with example. **2**
ii. Discuss the impact of social media on business. **3**
iii. Do social media is relevant to small businesses in India? **5**
- OR iv. What are the applications of social media in business and non-business **5**
communication?
- Q.3 i. Explain the social network perspective. **2**
ii. Elaborate the methods and models used in network analytics in SMA. **8**
- OR iii. Discuss the measures for individuals and networks in information **8**
visualization.
- Q.4 i. What do you mean by click stream analysis? **3**
ii. How web crawling and indexing contribute to the web analysis? **7**
Explain with measures or examples.
- OR iii. Discuss the role of text mining and sentiment analysis to enhance the **7**
effectiveness of business.

[3]

- Q.5 i. Briefly narrate the importance of data processing. **4**
ii. What is the role of link prediction and collective classification in **6**
analytics?
- OR iii. Explain two applications of data processing in advertising over digital **6**
media.
- Q.6 Write short note any two:
- i. Facebook analytics **5**
ii. Google analytics **5**
iii. Engagement analysis **5**

Marking Scheme**Social & Web Analytics (T) - MS3ED08 (T)**

Q.1	i)	a) Participatory production	1
	ii)	b) To make keywords or topics for easy searchability	1
	iii)	a) API	1
	iv)	b) The reach obtained from non paid ads	1
	v)	c) Click Through Rate	1
	vi)	d) All of the above	1
	vii)	d) None of these	1
	viii)	a) Object Rank Algorithm	1
	ix)	a) The amount of comments, likes, etc. a content post receives	1
	x)	d) All of the above	1
Q.2	i.	Landscape of Social Media with example Definition 1 Mark Example 1 Mark	2
	ii.	3 Impact of Social Media on Business (1X3=3)	3
	iii.	5 relevance of Social Media to Small Businesses in India (1X5=5)	5
OR	iv.	2 applications of Social Media in businesses communication 3 applications of Social Media in non business communication	5
Q.3	i.	Explanation of Social Network Perspective?	2
	ii.	2 methods and models used in Network Analytics in SMA (2X4=8)	8
OR	iii.	2 measures for individuals and networks in Information Visualization (2X4=8)	8
Q.4	i.	Meaning of click stream analysis	3
	ii.	3 measures of Web Crawling in web analysis (1X3=3) 2 measures of Indexing contribute to the web analysis 2 marks Example 2 Marks	7
OR	iii.	3 roles of text mining (1X3=3) 2 roles of sentiment analysis (2X2=4)	7
Q.5	i.	2 importance of data processing (2X2=4)	4
	ii.	3 roles of link prediction in Analytics (1X3=3) 3 roles of collective classification in Analytics (1X3=3)	6

OR	iii.	2 applications of data processing in advertising over digital media (2X3=6)	6
----	------	--------------------------------------------------------------------------------	---

Q.6		Attempt any two:	
	i.	Short note on Facebook Analytics (As per description)	5
	ii.	Short note on Google Analytics (As per description)	5
	iii.	Short note on Engagement Analysis (As per description)	5
