BE Sem VIII (Comp) R-19 c-scheme 19-05-2025

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   10
         Instagram. For each one, answer the following:
            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   10
           gives a complete view for business intelligence, with real-life examples

Q.3 a. Discuss the role of text analytics in social media analytics. Using a hypothetical social   10
           media dataset, explain the process of extracting meaningful insights using text analytic.

       b. What is a social media-based recommendation system and how can social media-based   10
           recommendation systems be used to improve customer service and support, explain with example?

Q.4 a. What is search engine optimization? What are the different methods to do it? consider   10
           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?

       b. What are social media KPIs? Identify five essential KPIs for an e-commerce brand   10
           launching a new product via influencer marketing on Instagram. How do these KPIs support business decision-making?

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

     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,

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