

25/05/2022

K. J. Somaiya Institute of Engineering and Information Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

End Semester Exam

April-May (2021-2022)

Program: (B.Tech.) Computer Engineering

Examination: Semester: VII

Course Code: **1UCEDLCC8031** and Course Name: **Social Media Analytics**

Duration: 03 Hours

Max. Marks: 60

Instructions:

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary

		Max. Marks	CO	BT level
Q 1	Solve any six questions out of eight:	12		
i)	Justify the sentence "Data is storage unit for a piece of information?"	2	CO1	U
ii)	Discuss online originated data.	2	CO1	U
iii)	List the types of node link diagrams.	2	CO2	U
iv)	Summarize the concept of Keyword Search.	2	CO3	U
v)	What is degree centrality?	2	CO4	U
vi)	Clarify about user-Community behavior type of Individual Behavior.	2	CO5	U
vii)	Define Twitter.	2	CO6	U
viii)	Give the steps of analyzing 140 characters of Twitter API.	2	CO6	U
Q.2	Solve any four questions out of six.	16		
i)	Differentiate between public and private data with example.	4	CO1	U
ii)	Show eigenvector centrality with example.	4	CO4	AP
iii)	What is Ontology based visualization.	4	CO2	U
iv)	Elaborate about Query Semantics and Answer Ranking.	4	CO3	U
v)	Why Twitter follows Asymmetric following model?	4	CO6	U

vi)	<p>For the given graph shown above compute the similarity between node 5 and 7 using Jaccard Similarity method.</p>	4	CO5	AP
Q.3	Solve any two questions out of three.	16		
i)	Illustrate the concept of Transitivity and Reciprocity with example.	8	CO4	U
ii)	Discuss about Graph exploration by Bidirectional search with example.	8	CO3	U
iii)	Explain the types of User migration in social media.	8	CO5	U
Q.4	Solve any two questions out of three.	16		
i)	Explain the different types of sources of social media channels.	8	CO1	U
ii)	Classify the different types of Node link diagrams.	8	CO2	U
iii)	Write a short note on Facebook API.	8	CO6	U