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

May-June 2024	
(B.Tech) Program: AI-DS Scheme :I	
Regular Examination: LY Semester: VIII	
Course Code: AIDLC8023 and Course Name: **Social Media Analytics**	
Date of Exam: 16/05/2024 Duration: 2.5 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)	What are the common social media features.	2	CO1	Un
ii)	Define bridge and hub.	2	CO2	Un
iii)	Explain in-links, out-links, and co-links.	2	CO4	Un
iv)	What is social media text analytics.	2	CO3	Un
v)	Define location analytics and what are the sources of location data.	2	CO4	Un
vi)	What is Social Information Filtering.	2	CO5	Un
vii)	What is social media in public sector.	2	CO6	Un
viii)	What are the Seven Layers of Social Media Analytics.	2	CO1	Un
Q.2	Solve any four questions out of six.	16		
i)	Compare Social Media Vs Traditional Business Analytics.	4	CO1	Un
ii)	Explain Centrality with its types.	4	CO2	Un
iii)	What is action analytics and what are the common social media actions.	4	CO3	Un
iv)	Explain Business data-driven location analytics .	4	CO4	Un
v)	Explain the social media KPI.	4	CO5	Un
vi)	What is business use of social media.	4	CO6	Un

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Q.3	Solve any two questions out of three.	16		
i)	Explain the needs to use social media analytics.	8	CO1	Un
ii)	What are the different types of search engines?	8	CO4	Un
iii)	Explain in detail traditional and Social recommendation systems.	8	CO5	Un
Q.4	Solve any two questions out of three.	16		
i)	Explain the different types of social media networks.	8	CO2	Un
ii)	What are the types of social media text and What is the purpose of Text Analytics.	8	CO3	Un
iii)	Explain the ways to measure the success of a company having social media.	8	CO6	Un

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