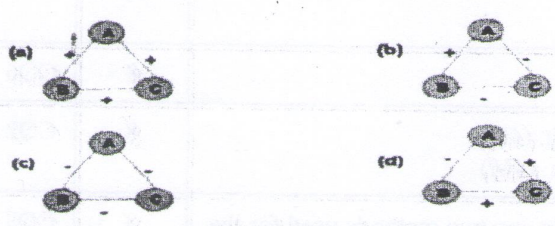


K. J. Somaiya Institute of Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

May-June 2024
 (B.Tech / M.Tech.) Program: B.Tech Scheme II
 Regular/Supplementary Examination: LY Semester: VIII
 Course Code: CEDLC8031 Course Name : Social Media Analytics
 Date of Exam: 18/05/2024 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)	State the importance of Graph as a Data Structure used to represent Social Media data.	2	CO4	U
ii)	What is Keyword Search in Social Media?	2	CO2	U
iii)	Consider the following tweet with reference to Twitter and Analyze it. @ptwobrussell is writing @SocialWebMining, 2nd Ed. from his home office in Franklin, TN. Be #social: http://on.fb.me/16WJaf9	2	CO6	An
iv)	Comment on the mentioned core characteristics of Social Media "Social Media is User owned and is Participatory"	2	CO1	U
v)	How does Social /media affect "Individual Behavior"?	2	CO5	U
vi)	Describe the types of Social Media analytics tools.	2	CO1	U
vii)	Identify which of the following triangles are unstable 	2	CO4	An
viii)	Consider a document containing 100 words wherein the word 'cat'	2	CO3	Ap

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	appears 3 times. Assume we have 10 million documents and the word 'cat' appears in one thousand of these. Compute TF-TDF.			
Q.2	Solve any four questions out of six.	16		
i)	Differentiate between Social Media Analytics and Traditional Business Analytics	4	CO1	U
ii)	Analyze the terms "Transitivity and Reciprocity" w.r.t. Social Network Analytics.	4	CO4	U
iii)	Explain text mining with reference to social media analytics? Describe any two tools used for Text Mining.	4	CO3	U
iv)	Explain Individual Behavior analysis and its effect on Social Media Platform.	4	CO5	U
v)	Explain the taxonomy of structural visualization.	4	CO2	U
vi)	Explain in brief the steps to use Twitter's API to mine Trending Topics.	4	CO6	U
Q.3	Solve any two questions out of three.	16		
i)	Explain the Seven Layers of Social Media Analytics.	8	CO1	U
ii)	Define "Centrality". Explain its types with suitable use cases.	8	CO4	U
iii)	Explain Collective Behavior Modeling with an example.	8	CO5	U
Q.4	Solve any two questions out of three.	16		
i)	Explain Facebook's Social Graph API.	8	CO6	U
ii)	a) Explain the challenges of keyword search. (4M) b) Write a short note on index based search. (4M)	8	CO2	U
iii)	What is Social Media Data mining? Explain any two methods used for the same.	8	CO3	U