	Trim: Sep – Nov 24	
Maximum Marks: 50 **Examination:** ETE Exam **Date:** 11.01.2025 **Duration:** 3 hrs.		
Programme code: **Programme: MBA(PT)- DSA**	**Class:** TY	**Semester/Trimester:** VIII
College: K. J. Somaiya Institute of Management	**Name of the department/Section/Center**: Data Science and Technology	
Course Code: 217P10C820	**Name of the Course:** Social Media Analytics	

Instructions:

1.   Please write your Roll number clearly on the answer paper.

2.   Question 1 is compulsory and answer any 4 questions from the remaining questions.

3.   Justify your answers with data, diagrams, and examples.

4.   All Questions carry equal marks.

Question No.		Max. Marks
Q1. A. B.	"Several MNC companies are setting up **Social media Command centers** to track social media posts, and engage with customers. Social media is increasingly becoming important to control negative criticism of a brand and improve brand building." Do you agree? Justify the investment in such centers with examples. Why are social media metrics important? Explain any 3 important KPI's for any Ecommerce website.	10
	Answer any 4 Questions from the following:	
Q2.	You are running a Digital Marketing firm. Jyoti has joined as an intern. Today is her first day. Explain the statement with data and examples: *"The affordable Smartphone and data availability has revolutionized marketing in India. Not only MNC's but even MSME firms are able to reach long distance markets and offer their products and services. Social media marketing has several benefits over traditional marketing. Facebook is an important enabler to digitally market products."*	10
Q3. A. B.	List various Internet Business models. Explain any 3 with examples. You are the owner of Kamala Residency Hotel, which is a 4 Star hotel. **Customer Segmentation is an important aspect of Social Media marketing.** Help Sanjay, who is a new intern in your firm to segment customers. Help him understand how Facebook Analytics segments Visitors to your website.	10
Q4. A. B.	What is Structured and Unstructured data processing? What tools are used for Analytics? Which are the methods of data collection from Web? Explain in brief their applicability.	10
Q 5. A. B.	How is Text Analytics carried out? Describe briefly the process. What is a Word Cloud? How is it used for Social media Analytics	10
Q6.	**Write Short Notes: (Any two)** 1. Sentiment analysis 2. Topic Modelling 3. Social Media Analytics paid and Unpaid Tools 4. Social Media Analytics Dimensions	10