

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

May-June 2025		
(B.Tech) Program: AI-DS    Scheme :II		
Regular Examination: LY    Semester: VIII		
Course Code: AIDLC8023 and Course Name: Social Media Analytics		
Date of Exam: 21/05/2025	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.

Q. No.	Question	Max. Marks	CO	BT level
<b>Q 1</b>	<b>Solve any two questions out of three: (05 marks each)</b>	<b>10</b>		
a)	Write a note on challenges of social media analytics.		CO1	U
b)	How is trust measured or inferred in social networks?		CO2	Ap
c)	What is location analytics? Justify this with one use case.		CO4	U
<b>Q 2</b>	<b>Solve any two questions out of three: (05 marks each)</b>	<b>10</b>		
a)	Discuss how various visual attributes such as node size, color, and edge thickness are utilized in network visualizations to represent different network measures. Support your answer with appropriate examples.		CO2	U
b)	Specify the significance of Social Media KPI		CO5	U
c)	Describe about the various issues addressed in privacy policy.		CO6	U
<b>Q.3</b>	<b>Solve any two questions out of three. (10 marks each)</b>	<b>20</b>		
a)	Apply any one search engine optimization technique to improve a ranking and visibility of poorly ranked website.		CO4	Ap
b)	Illustrate about a social based recommendation system and how it is different from traditional based recommendation system. Justify this with one use case.		CO5	Ap
c)	Discuss about the social media action analytics, common social media actions and action analytics tools.		CO3	U
<b>Q.4</b>	<b>Solve any two questions out of three. (10 marks each)</b>	<b>20</b>		
a)	What is text analytic and explain the steps in text analytics with an example.		CO3	U
b)	How the role played by social media in public sector? Explain this with suitable example.		CO6	U
c)	Describe about the seven layers of social media analytics with example.		CO1	U

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