

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

May-June 2026		
(B.Tech) Program: AI-DS Scheme :IIB		
Regular Examination: LY Semester: VIII		
Course Code: AIDLC8023 and Course Name: Social Media Analytics		
Date of Exam: 21/05/2026	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
Q 1	Solve any two questions out of three: (05 marks each)	10		
a)	Explain Seven Layers of Social Media Analytics.		CO1	U
b)	Explain Tie strength and factors required for determining tie strength.		CO2	U
c)	What is action analytics and what are the common social media actions.		CO3	U
Q 2	Solve any two questions out of three: (05 marks each)	10		
a)	What is search engine optimization? Explain with an example.		CO4	U
b)	Discuss the terms social sharing and filtering with suitable use case.		CO5	U
c)	How the role played by social media in public sector? Explain this with appropriate example.		CO6	U
Q.3	Solve any two questions out of three. (10 marks each)	20		
a)	Compare Social Media Analytics vs. Traditional Business Analytics		CO1	U
b)	Explain Centrality with its types.		CO2	U
c)	What are the types of social media text and What is the purpose of Text Analytics.		CO3	U
Q.4	Solve any two questions out of three. (10 marks each)	20		
a)	Explain the two main categories of location analytics.		CO4	U
b)	Write a short note on "Automated Recommendation Systems".		CO5	U
c)	Write a short note on term 'privacy' with regard to social media analytics applications and privacy with example.		CO6	U
