

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Integrated - SEMESTER– IX EXAMINATION – SUMMER 2022

Subject Code: 2597164

Date: 08/06/2022

Subject Name: Social Media Analytics

Time: 02:30 pm to 05:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Definitions (a) Link Analysis (b) Sentiment Analysis (c) Big Data (d) Reach (e) PPC (f) Social Media Listening (g) Indexing	14
Q.2	(a) What is social media analytics? How does social media analytics work?	07
	(b) Explain various terminologies available in social network models with examples	07
	OR	
	(b) Explain various techniques to measure social media campaigns.	07
Q.3	(a) What is Google Analytics? Explain various applications of Google analytics.	07
	(b) Discuss the techniques of natural language processing.	07
	OR	
Q.3	(a) Define Click stream analysis? Explain in detail use of Facebook Business Manager in any particular Business?	07
	(b) Define Web crawling and Indexing? Explain A/B testing process.	07
Q.4	(a) Write short note on Python Programming.	07
	(b) What is data visualization and what is the power of Information visualization?	07
	OR	
Q.4	(a) Explain role of unity30 in advertising and Game analytics.	07
	(b) What measure YouTube takes while defining their goals and evaluating their outcomes every new year?	07

Q.5

CASE STUDY:

A day after Reliance Industries' Mukesh Ambani kicked-off his company's ambitious telecom venture, India woke up to full front-page advertisements of Prime Minister Narendra Modi in what appeared to be an advertising campaign for Reliance Jio. "In the journey of time, there come a few life changing moments. Our honorable Prime Minister's inspiring vision of a Digital India is one such movement. Jio is dedicated to realizing our Prime Minister's Digital India vision for 1.2 billion Indians. Jio Digital Life will give the power of data to each Indian, to fulfil every dream and collectively take India to the global digital leadership...", reads a paragraph of text that comes just below an image of Modi in dark blue jacket, which is incidentally the same color as Jio's logo.

Over the course of the day, irate readers and citizens vented their surprise and anger over a Prime Minister endorsing a private product. By evening, the television advertisements had started. A ninety-second clip starts with images of India's most famous icons: Swami Vivekanand, Mahatma Gandhi, Rabindranath Tagore and Mother Teresa. This gives way to a portion of Modi's Independence Day speech this year, where the prime minister speaks of his government's Digital India programme and how it will uplift India. The final portion links Reliance Jio's aims specifically with Digital India, and talks of how the service will connect India's 1.2 billion people with free voice calls. "The video, if not the newspaper advertisements, seem to be very cleverly played. There are no specific talks of a product or product launch. They have tried to play it off as a dedication to Digital India, even though it's clearly obvious that it is not. I mean it comes one day after Jio launched," said the senior executive of one of India's largest advertising and public relations firm.

- (a) According to you, is it ethical for a private company to use a serving Prime Minister's name for their advertising campaign? Justify your answer with reasons. **07**
- (b) Instead of using the PM in the advertisement, what could Jio have done to effectively advertise its product launch? **07**

OR

- Q.5** (a) According to you how would you use Reach and Engagement analysis for this case? **07**
- (b) How social campaigns were used for promotion of Jio? Explain with proper examples according to this case. **07**
