

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED– SEMESTER - IX EXAMINATION- SUMMER-2023

Subject Code: 2597164**Date: 22/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Define social media analytics. Explain need, advantages, and disadvantages of social media analytics. **07**
- (b) Explain application of social media analytics in education sector. **07**
- Q.2** (a) Explain nodes, ties, and influencers with respect to social network with suitable examples. **07**
- (b) Write short note on information visualization. **07**
- OR**
- (b) Explain role of affiliation and identity with respect to social contexts. **07**
- Q.3** (a) Explain basic measures used to measure individuals and networks with suitable examples. **07**
- (b) What is google analytics? Explain use of google analytics in industry of your choice. **07**
- OR**
- Q.3** (a) Explain natural language processing techniques for micro text analysis with examples. **07**
- (b) Define Facebook analytics. Explain procedure to analyze page audience in Facebook. **07**
- Q.4** (a) Define Social campaigns. Critically evaluate Twitter's if You can Dream it, Tweet it Campaign. **07**
- (b) Write short note on web crawling and indexing. **07**
- OR**
- Q.4** (a) Explain various web analytics techniques with suitable examples. **07**
- (b) "Social media analytics can help in building brand" – Do you agree with this statement or not? Justify your answer with necessary examples. **07**
- Q.5** (a) Write short note on Python programming. **07**
- (b) How tours and travelling companies can get benefits from Facebook analytics. Explain with suitable examples. **07**
- OR**
- Q.5** (a) Explain the process through which one can analyse reach and engagement in Facebook with proper examples. **07**
- (b) Explain processing and visualizing of data with proper examples. **07**
