GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- III - EXAMINATION-SUMMER-2024

Subject Code: 4539295   **Date: 29/04/2024**
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. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical	**14**
	(a) Network Analysis	
	(b) Big data	
	(c) Web Crawling	
	(d) Indexing	
	(e) Micro-text Analysis	
	(f) Broadcasting Media	
	(g) Google Analytics	

Q.2	**(a)**	Which are the most used popular social media tracking tools with examples?	**07**
	(b)	Explain role of unity30 in advertising and Game analytics.	**07**

OR

	(b)	Write a detailed description of natural language processing with practical examples?	**07**

Q.3	**(a)**	Explain the process through which one can analyse reach and engagement in instagram with proper examples.	**07**
	(b)	Illustrate media selection methods in small organization with proper examples?	**07**

OR

Q.3	**(a)**	How Application of SMA is used in different areas of large organization?	**07**
	(b)	Explain in detail use of Facebook Business Manager.	**07**

Q.4	**(a)**	Instead of using the zoozoo character in the advertisement, what could Vodafone have done to effectively advertise its product launch?	**07**
	(b)	Write a short note on Web crawling and Indexing?	**07**

OR

Q.4	**(a)**	Difference between Advertising and Personal selling?	**07**
	(b)	Explain various methods of analyzing social media data.	**07**

Q.5   **CASE STUDY:**

Dispirin is so potent that many in the health professions contend that if it were invented today, it would be only available by prescription. In 1897, Felix Hoffman chemically concocted the first synthetic Disprin compound, known as acetylsalicylic acid. At the time he was working for the Hayer Company. In 1899 Hayer Disprin was introduced. It was the first tablet ever to be marketed as a water-soluble pill. Fifty billion Disprins are consumed worldwide annually.

A variety of painkillers line the store shelves today, but only Disprin is proven to have long-term cardiovascular and anticancer benefits. In spite of these positive aspects to the product, a concern that Disprin might contribute to Reye's syndrome in children, a disease that affects the brain and liver, has led to Disprin having an identity crisis. There is a generation of individuals who have grown up assuming other drugs have completely replaced Disprin. Ask someone for a Disprin these days, and you're likely to receive a Tylenol. Disprin manufacturers are trying to educate people that simple Disprin can help keep them alive.

(a)   Consumers who buy Disprin because they have run out but not because they have a current need for the product are probably going through which response hierarchy sequence?   **07**

(b)   How Social Media Analytics can be used in this case for maximum promotion?   **07**

OR

Q.5   (a)   What measures Disprin can use to measuring and Analyzing social Campaigns?   **07**

(b)   What type of communication should the Disprin industry use if its goal is to promote the benefits of Disprin in a manner that it seems to allow the industry to have little or no control over the message content?   **07**

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