

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED SEMESTER-IX-EXAMINATION-SUMMER-2025

Subject Code: 2597164

Date: 13-05-2025

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 the term ‘Social Media Analytics’ ? Explain the needs of Social Media Analytics in an Organization. **07**
- (b)** Explain Nodes, Ties and Influences by perspective of Social Media Networks with example. **07**
- Q.2 (a)** What is Natural Language Processing Techniques for Micro Text Analysis ? **07**
- (b)** What is Click Stream Analysis ? How can any industry or company use Online survey Method for their business ? Explain in detail. **07**
- OR**
- (b)** Write down the meaning of Web Analytics .Explain web analytics Techniques with Suitable example . **07**
- Q.3 (a)** What is social media Campaigns ? how you can Measuring and Analyzing Social campaign ? Explain with proper example. **07**
- (b)** Explain how you can use Instagram analytics for improvising your E-Business? **07**
- OR**
- Q.3 (a)** Write a Note on Web Crawling and Indexing . **07**
- (b)** How Flipkart Company is Analyzing their Page Audience in Festival Season ? **07**
- Q.4 (a)** Write a Note on Python programming Language . **07**
- (b)** Explain the procedure of collecting Social media Data ? **07**
- OR**
- Q.4 (a)** “Social Media Analytics can help in building Brand” Do you agree with this Statement or Not ? **07**
- (b)** What is Reach and Engagement ? How Reach and Engagement Analysis will be Helpful in Designing Marketing Strategy for any product or service ? **07**
- Q.5 (a)** What is Graphs and Matrix in Social Network Models ? What are the Basic Measures for Individuals Networks ? **07**
- (b)** Explain The Role of Affiliation and Identity With Respect to Social Media . **07**
- OR**
- Q.5 (a)** Explain the process through which one can analyze reach and engagement in Facebook with proper examples . **07**
- (b)** Write down Applications in Advertising and Game Analytics with Use of Different tools in detail . **07**
