

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER– IX EXAMINATION – WINTER 2022****Subject Code: 2597164****Date: 16/12/2022****Subject Name: Social Media Analytics****Time: 10:30 am to 01:30 pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) Explain in detail the Social media landscape. **07**
(b) Define Social media analytics and how can social media analytics help small organizations. Give examples to support your answer **07**
- Q.2** (a) Explain click stream analysis in brief. **07**
(b) Short note on Google analytics **07**
- OR**
- (b) What are the advantages and disadvantages of online surveys? **07**
- Q.3** (a) Explain in detail the different parameters of Face book Analytics. **07**
(b) What points are to be kept in mind before designing social media campaigns? **07**
- OR**
- Q.3** (a) Explain in detail Instagram analytics and how it can be productively used for any business. **07**
(b) Short note on Reach and Engagement analysis. **07**
- Q.4** (a) How to measure the performance of a social media campaigns? **07**
(b) Short note on Data visualization. **07**
- OR**
- Q.4** (a) You are the Product manager of UBER (an online taxi aggregator). How the data visualization technique can help you in making important decisions like managing the demand and supply situation for your business. **07**
(b) Explain how you can use Youtube Analytics for improvising your online business. **07**
- Q.5** (a) Short note on game analytics. **07**
(b) Explain how the social media data is collected and analysed? **07**
- OR**
- Q.5** (a) Explain in detail python programming. **07**
(b) Explain Web crawling and Indexing with suitable examples. **07**
