

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539295

Date: 27/01/2023

Subject Name: Social Media Analytics

Time: 10:30 AM to 1:30 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.		Marks
Q.1	Define the following terms in short 1. Social media 2. Click stream analysis 3. Engagement analysis 4. Network analysis 5. Segmentation 6. Social media monitoring 7. Link analysis	14
Q.2 (a)	Why is social media analytics important?	07
Q.2 (b)	Discuss the three theoretical assumptions that undergird the social network analysis.	07
OR		
Q.2 (b)	What is Information Visualization? Explain Common Forms of Information Visualization for Information Consumers.	07
Q.3(a)	Understand various web presence options and how to select appropriate keywords for search engine optimization.	07
Q.3(b)	Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.	07
OR		
Q.3(a)	Recognizing different social media platforms for network analysis.	07
Q.3 (a)	What data can Google Analytics collect and where from?	07
Q.4(a)	What is natural language processing (NLP)? Explain the use of NLP in business.	07
Q.4 (b)	Classify the difference between Crawling and Indexing in Search Engine Optimization.	07
OR		
Q.4(a)	Explain data visualization. Why data visualization is important explain with suitable Example.	07
Q.4(b)	What is Python Programming? Why Python Programming. Discuss the applications of Python Programming.	07

Q.5 Case Study:

Zomato is an Indian food delivery startup restaurant aggregator, Bringing food to the doorsteps. It primarily provides concrete information, menus, and user reviews of the restaurants. Some brands have grown exponentially since they use social media platform aggressively. Zomato is one of them. When Zomato launched, it aimed to be the best restaurant search and discovery platform. It had the names of various restaurants, their menu, their prices, reviews and other details. It provided in-depth information of over 1.4 million restaurants across 23 countries. Over the years, it has converted itself into an online food delivery platform. People can now order food from the restaurants near them using their app or website. Zomato has delivery executives who pick up the order from the eatery and deliver it to the address provided by the customer. When it comes to SMM, Zomato plays the shot. Its social media presence makes it popular among netizens and sometimes, the butt of all jokes too. The fact that Zomato quite active on Twitter only adds to the fun and excitement the startup brings aboard. Zomato is widely followed in social platform. Twitter: 1.4M followers Facebook: 1.9M followers Instagram: 173 K followers Zomato's Digital Marketing Strategy will have to keep changing according to the current trends. They will have to find new ways to attract their consumers' attention.

(a) Explain the role of social media in Brand Building. 07

(b) Do you think that monitoring the performance of product or service is easy when we use social media platforms? 07

OR

(a) Can social media be attributed to the growth of the customer base of Zomato? 07

(b) Explain the secret sauce to Zomato success. 07
