Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –IX-EXAMINATION – WINTER-2023
Subject Code:2597164   **Date: 13-12-2023**
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.
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1	**(a)**	Explain in detail the Social media Landscape in 21st Century.	**07**
	(b)	Explain the importance of marking presence of a Brand on Social media.	**07**
Q.2	**(a)**	Explain how Social Media analytics can help any scale of Organisation ?	**07**
	(b)	How can one take advantage of Google analytics in handling dissatisfied customers.	**07**

OR

	(b)	Explain the Reach and Engagement analysis for any social media Campaign	**07**
Q.3	**(a)**	What is information visualization ? How does it help an organization in decision making ?	**07**
	(b)	There is a growing demand of Social media related job profiles in various organizations. With respect to the same what are the key skills that any content writer should possess ?	**07**

OR

Q.3	**(a)**	Short note on A/B testing.	**07**
	(b)	What is the role of Social media influencers ? How can marketers take advantage of collaborating with Social media Influencers ?	**07**
Q.4	**(a)**	Explain in detail Web crawling.	**07**
	(b)	What are the points to be taken care before designing any social media campaigns?	**07**

OR

Q.4	**(a)**	What are the parameters for measuring the success of any social media Campaigns.	**07**
	(b)	Explain in detail You Tube Analytics	**07**
Q.5	**(a)**	Explain in detail Instagram analytics.	**07**
	(b)	How integration of Social media channels does becomes advantageous for any Brand.	**07**

OR

Q.5	**(a)**	Short note on python programming.	**07**
	(b)	Short note on Game analytics.	**07**

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1