

Enrollment No./Seat No.:

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

Subject Code: 2597164

Date: 20-11-2025

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.**

	Marks
Q.1 (a) Explain the need for Social Media Analytics (SMA) and discuss how it benefits both small and large organizations.	07
(b) Discuss the key components of a social network from the perspective of nodes, ties, and influencers. How do these elements shape social interactions online?	07
Q.2 (a) Explain the concept of Link Analysis in social media networks. How do random graphs and network evolution help in understanding online interactions?	07
(b) What are the major web analytics tools and techniques used to analyze online user behavior? Explain clickstream analysis, A/B testing, and the use of Google Analytics with examples.	07
OR	
(b) Discuss how social contexts such as affiliation and identity influence online behavior and network formation.	07
Q.3 (a) Explain the key parameters and demographic insights available in Facebook Analytics. How can these help in understanding audience behavior?	07
(b) Discuss how reach and engagement analysis helps in evaluating the effectiveness of Facebook marketing activities	07
OR	
(a) Describe how post-performance is analyzed on Facebook. What insights can marketers derive from Facebook Business Manager?	07
(b) How can social media campaigns be measured and analyzed? Discuss the process of defining campaign goals and evaluating outcomes with examples.	07
Q.4 (a) Explain the key steps involved in processing and visualizing social media data. Why is visualization essential for social media analytics?	07
(b) What is Influence Maximization in social networks? Discuss its importance and the techniques used for identifying influential users.	07
OR	
(a) Define Link Prediction and Collective Classification in social network analysis. How are these techniques useful for social media platforms?	07

- (b) Explain the application of social media analytics in Advertising and Game Analytics. How are tools like Unity3D and PyCharm used in this context? 07
- Q.5** (a) Discuss the use of Python programming for collecting, analyzing, and visualizing social media data. Provide examples of common libraries and techniques used. 07
- (b) What is the role of Network Analysis in understanding engagement patterns across platforms like LinkedIn, Instagram, YouTube, and Twitter? 07

OR

- (a) What are the major applications of Social Media Analytics (SMA) across different business and social domains? Illustrate with examples. 07
- (b) Explain the importance of information visualization in social media analytics. What are the common visualization techniques used? 07
