

PRN No.	
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PAPER CODE	V315-2104B (ESE)
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(AY:2025-26) December 2025 (ENDSEM) EXAM
TY (SEMESTER - I)

COURSE NAME: Social Media Analytics Branch: Information Technology COURSE CODE: IT31234B
T.Y (Pattern 2023)

Time: [1Hr 30 Min]

[Max. Marks: 40]

(*) Instructions to candidates:

- 1) Figures to the right indicate full marks. Use of scientific calculator is allowed
- 2) Use suitable data wherever required
- 3) All questions are compulsory. Solve any two sub question each from Questions 1 and 2
- 4) Solve any one sub question (2 marks) from Questions 3, 4, 5 and 6 and sub question of 4 marks is compulsory from questions 3, 4, 5, and 6

Q. No.	Question Description	Max. Marks	CO mapped	BT Level
Q.1	a) Explain how small organizations can utilize social media analytics to improve their marketing strategies. Provide suitable examples.	[4]	1	2
	b) Describe the term Social Media Landscape and describe the major categories of social media platforms with suitable examples.	[4]	1	2
	c) Illustrate how Social Media Analytics can be applied in at least two different areas such as marketing, politics, or healthcare, with suitable examples.	[4]	1	2
Q2	a) Explain the taxonomy of visualization in social media with suitable examples.	[4]	2	2
	b) Distinguish the difference between web data and social network data with suitable examples.	[4]	2	2
	c) A company wants to identify that how their product launched in the market is performing. With the social media contents analyze the Product status in the market.	[4]	2	4
Q3	a) In the context of social network analysis, briefly explain the main idea of greedy clustering for maximum profit with the example. OR	[2]	3	3

	b) In a social network, apply hierarchical clustering to identify communities of users?	[2]	3	3
	c) Explain the process of Random Node sampling in social network research and discuss advantages of using this method.	[4]	3	2
Q4	a) In a social network graph, node A is connected to 10 other nodes, and node B is connected to 5 other nodes. Which node has a higher degree centrality, and why? OR	[2]	4	2
	b) Describe closeness of centrality and explain what it measures in a network with diagram.	[2]	4	2
	c) Explain the concept of PageRank and how it determines the importance of web pages. Illustrate with a simple example	[4]	4	3
Q.5	a) Comment on individual behavior in the context of social media and give one example of how it can influence online communities. OR	[2]	5	2
	b) Explain how sentiment analysis can be used to analyze the contents from any social media, take any social site and explain.	[2]	5	2
	c) Describe how machine learning can be used to predict collective behavior on social media. Illustrate your answer with an example showing how user interactions can indicate emerging trends or collective actions.	[4]	5	3
Q.6	a) Analyze the Youtube content by using different parameters likes, views and subscribers. OR	[2]	6	4
	b) Analyze the Instagram content by using different parameters likes, views and subscribers	[2]	6	4
	c) Analyze how Arattai Messenger can compete with the existing Whatsapp messenger . What will be the future of Indian IT sector in future?	[4]	6	4

[@Note:- 1: Remember, 2:Understand, 3:Apply, 4:Analyze, 5:Evaluate, 6:Create]