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Course Code

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Third Semester MCA Degree Examinations, January 2026

SOCIAL MEDIA ANALYTICS

Duration: 3 hrs

Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
 2. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTl:CO: PI)</u>
<u>MODULE – 1</u>			
1.	a. Describe the core characteristics of social media with suitable examples.	10	(2:1:1.4.1)
	b. Differentiate social media analytics and traditional business analytics.	10	(3:1:1.4.1)
(OR)			
2.	a. Explain the seven layers of social media analytics with examples.	10	(2:1:2.5.2)
	b. Describe the stages involved in the social media analytics cycle.	10	(2:1:2.5.2)
<u>MODULE – 2</u>			
3.	a. Explain density and connectivity in social networks with examples.	10	(2:2:1.4.1)
	b. Describe degree distribution and its importance in network analysis.	10	(2:2:1.4.1)
(OR)			
4.	a. Differentiate weighted and unweighted networks with social media examples.	10	(2:2:2.5.2)
	b. Explain the importance of graph layout and describe any two layout techniques.	10	(2:2:2.5.2)
<u>MODULE – 3</u>			
5.	a. Describe static and dynamic social media text with examples.	10	(2:3:1.4.1)
	b. Explain why social media text is challenging to analyze.	10	(2:3:1.4.1)
(OR)			
6.	a. Explain the purpose of social media text analytics.	10	(2:3:2.5.2)
	b. Apply sentiment, intention, and trend mining for a new product launch.	10	(3:3:2.5.2)
<u>MODULE – 4</u>			
7.	a. Explain the role of GPS-enabled devices in location analytics.	10	(2:4:1.4.1)
	b. Describe sources of location data and their contribution.	10	(2:4:1.4.1)
(OR)			
8.	a. Differentiate crawler-based search engines, directories, and meta-search engines.	10	(2:4:2.5.2)

- b. Explain the importance of SEO and SERP rankings using PageRank. 10 (2:4:2.5.2)

MODULE – 5

9. a. Explain applications of social media analytics in the public sector. 10 (2:5:1.4.1)
b. Explain analysis of individual users using social media data. 10 (2:5:1.4.1)

(OR)

10. a. Explain business applications of social media analytics for measuring success. 10 (2:5:2.5.2)
b. Analyze privacy issues related to data ownership and maintaining privacy online. 10 (3:5:2.5.2)

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