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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Social Media Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- | | | |
|-------|---|---|
| (1.1) | What is social media data?(CO1, K1) | 1 |
| | (a) Data generated by users on social platforms | |
| | (b) Only images posted online | |
| | (c) Data from newspapers | |
| | (d) Data stored offline | |
| (1.2) | API stands for:(CO1, K1) | 1 |
| | (a) Application Programming Interface | |
| | (b) Applied Program Interaction | |
| | (c) Advanced Programming Internet | |
| | (d) Application Process Integration | |
| (1.3) | Text mining involves discovering patterns from large text datasets(CO2, K1) | 1 |
| | (a) Data storage | |
| | (b) Data deletion | |
| | (c) Pattern extraction | |
| | (d) File compression | |
| (1.4) | Sentiment analysis identifies emotional tone in text(CO2, K1) | 1 |
| | (a) Numerical sorting | |
| | (b) Code execution | |
| | (c) File storage | |
| | (d) Emotion detection | |
| (1.5) | On-site web analytics analyzes:(CO3, K1) | 1 |

- (a) Competitor websites
 - (b) User behavior within the website
 - (c) Social media platforms
 - (d) Server hardware
- (1.6) SEO stands for _____.(CO3, K1) 1
- (a) Search Engine Optimization
 - (b) Search Engine Operation
 - (c) Systematic Engine Optimization
 - (d) Search Engine Order
- (1.7) Key indicator of audience interaction on Instagram(CO4, K1) 1
- (a) Followers
 - (b) Reach
 - (c) Engagement rate
 - (d) Impressions
- (1.8) On Instagram, Story views are an indicator of:(CO4, K1) 1
- (a) Engagement
 - (b) Conversion rate
 - (c) Reach
 - (d) Bounce rate
- (1.9) Primary goal of sentiment analysis(CO5, K1) 1
- (a) Detect spam
 - (b) Identify emotions
 - (c) Summarize text
 - (d) Translate text
- (1.10) Association rules show(CO5, K1) 1
- (a) Noise
 - (b) Relationships
 - (c) Errors
 - (d) Images

2. Attempt all parts:-

- (2.1) Explain the concept of a social media corpus.(CO1, K2) 2
- (2.2) Differentiate between text analytics and text mining.(CO2, K2) 2
- (2.3) Define web analytics.(CO3, K2) 2
- (2.4) Define reach.(CO4, K2) 2
- (2.5) Explain opinion search.(CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Explain the different types of social media data with suitable examples.(CO1, K2) 6
- (3.2) Evaluate the importance of data privacy and user consent in social media analytics.(CO1, K5) 6

Answer any one of the following:-

- (3.3) Analyze the importance of text mining in extracting business insights.(CO2, K4) 6
- (3.4) Explain the role of Natural Language Processing in text mining.(CO2, K2) 6

Answer any one of the following:-

- (3.5) Explain the Web Analytics 2.0 framework with examples.(CO3, K2) 6
- (3.6) Explain the integration of PULSE and HEART metrics in performance analysis.(CO3, K2) 6

Answer any one of the following:-

- (3.7) Examine how engagement metrics influence content strategy.(CO4, K4) 6
- (3.8) Explain how real-time analytics improves decision-making in campaigns.(CO4, K2) 6

Answer any one of the following:-

- (3.9) Explain opinion search and opinion spam detection.(CO5, K2) 6
- (3.10) Evaluate the role of web log data in understanding user activity.(CO5, K5) 6

SECTION-C

50

4. Answer any one of the following:-

- (4.1) Analyze the process of collecting social media data using APIs and discuss associated challenges.(CO1, K4) 10
- (4.2) Examine the process of loading, cleaning, and preprocessing social media datasets.(CO1, K4) 10

5. Answer any one of the following:-

- (5.1) A dataset contains raw text with errors and symbols. Explain how preprocessing techniques can improve data quality.(CO2, K2) 10
- (5.2) Discuss the concepts of text analytics and text mining and evaluate their importance in modern organizations.(CO2, K5) 10

6. Answer any one of the following:-

- (6.1) Explain the working of search engines and evaluate their role in information retrieval.(CO3, K5) 10
- (6.2) Explain the goal-signal-metric framework and apply it to a real-world scenario.(CO3, K3) 10

7. Answer any one of the following:-

- (7.1) A campaign shows high impressions but low engagement. Evaluate possible reasons.(CO4, K5) 10
- (7.2) A company wants to measure ROI of social media campaigns. Apply relevant metrics.(CO4, K3) 10

8. Answer any one of the following:-

- (8.1) Examine data collection and preprocessing steps involved in web usage mining.(CO5, K4) 10
- (8.2) An e-commerce site wants to analyze product reviews. Apply sentiment analysis techniques.(CO5, K3) 10