CBCS SCHEME

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MMCA311F

Third Semester MCA Degree Examination, Dec.2025/Jan.2026
Social Media Analytics

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

		Module – 1	M	L	C
Q.1	a.	Discuss the KPI metrics of social metrics analytics.	10	L2	CO1
	b.	Compare Facebook and Instagram based on user engagement and content type.	10	L2	CO1
		OR			
Q.2	a.	List the differences between Structured and Unstructured data.	10	L2	CO1
	b.	Explain how do we extract twitter data using twitter API.	10	L2	CO1
		Module – 2			
Q.3	a.	Discuss the different methods of preprocessing the text.	10	L2	CO2
	b.	Describe Word2Vec in detail and analyze its significance in word representation.	10	L3	CO2
		OR			
Q.4	a.	Write python code to apply SVM algorithm for sentiment classification	10	L2	CO2
	b.	Discuss the fundamentals of Sentiment analysis.	10	L2	CO2
		Module – 3			
Q.5	a.	What is Centrality? Explain Degree Centrality in detail.	10	L2	CO3
	b.	Explain community detection method in detail	10	L2	CO3
		OR			
Q.6	a.	What is meant by influencer identification and user engagement analytics	10	L3	CO3
	b.	Describe how do you perform time series analysis	10	L2	CO3
		Module – 4			
Q.7	a.	Discuss the steps of Dashboard creation using Tableau.	10	L3	CO4
	b.	Explain the importance of visualizing data using Network Maps with an example.	10	L2	CO4
		OR			
Q.8	a.	What are word clouds? Demonstrate its usage with a code snippet.	10	L3	CO4
	b.	Briefly describe how heat maps help in analyzing customer sentiment data.	10	L2	CO4
		Module – 5			
Q.9	a.	Explain the ethical Considerations in Social Media Analytics?	10	L2	CO5
	b.	Discuss how social media analytics can improve brand monitoring and crisis management.	10	L2	CO5
		OR			
Q.10	a.	Discuss emerging trends in social media analytics, highlighting the role of AI-driven social insights.	10	L2	CO5
	b.	Explain the role of social media in Ad performance and customer engagement.	10	L2	CO5

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