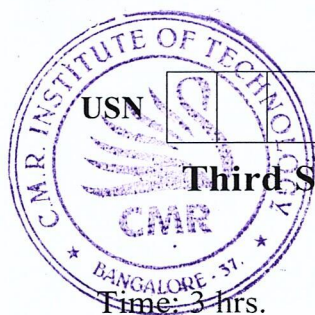


# CBCS SCHEME



MMCA311F

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

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
<b>OR</b>					
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
<b>Module – 2</b>					
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
<b>OR</b>					
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
<b>Module – 3</b>					
Q.5	a.	What is Centrality? Explain Degree Centrality in detail.	10	L2	CO3
	b.	Explain community detection method in detail	10	L2	CO3
<b>OR</b>					
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
<b>Module – 4</b>					
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
<b>OR</b>					
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
<b>Module – 5</b>					
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
<b>OR</b>					
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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