

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA SEMESTER- IV - EXAMINATION-SUMMER-2024**

**Subject Code: 1549613**

**Date: 01/05/2024**

**Subject Name: Social Media Analytics**

**Time: 10:30 AM TO 01:30 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Give definitions of following term: **14**
1. Social Network
  2. Nodes
  3. Visualization
  4. Natural Language
  5. Social Campaigns
  6. Web Crawling
  7. Web Indexing
- Q.2 (a)** Explain role of social media analytics in customer behaviour, market trends, and the designing strategy with respect to retail sector. **07**
- (b)** Explain advantages and disadvantages of social media analytics with necessary examples. **07**
- OR**
- (b)** What is Social media analytics? What makes social media analytics indispensable in today's fiercely competitive landscape? Explain with proper justifications. **07**
- Q.3 (a)** "Utilizing social media analytics can contribute to the establishment of brand presence" - Would you agree with the provided statement? Kindly support your response with pertinent examples. **07**
- (b)** Define Social Campaigns. Critically evaluate "#MeToo India" campaign. **07**
- OR**
- Q.3 (a)** Explain basic measures used to measure individuals and networks with suitable examples. **07**
- (b)** Explain natural language processing techniques for micro text analysis with examples. **07**
- Q.4 (a)** Write short note on Python programming. **07**

- (b) How travel and tour companies can leverage Facebook analytics to their advantage. Provide illustrative instances to clarify. 07

**OR**

- Q.4** (a) What is google analytics? Explain use of google analytics in industry of your choice. 07

- (b) Define Facebook analytics. Explain procedure to analyze page audience in Facebook. 07

- Q.5** VC Electronics is an online retailer specializing in consumer electronics. They have a website where customers can browse and purchase a wide range of products, including smartphones, laptops, and accessories. The company has been experiencing a decline in their conversion rates, and they want to use web analytics to identify issues and improve their website's performance. 14

- (a) What types of data should VC Electronics collect to analyze user behavior on their website effectively?
- (b) Which channels are driving the most traffic to VC Electronics' website? (e.g., organic search, paid search, social media, email)

**OR**

- (a) Provide examples of customer segments they could create based on web analytics data.
- (b) Why is it important for VC Electronics to continuously monitor their website's performance using web analytics?

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