

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 1549613

Date: 09-06-2025

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.

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Collective Classification	
(b) Node	
(c) Social Network	
(d) Demographics	
(e) Link Analysis	
(f) A/B Testing	
(g) Information Visualization	
Q.2 (a) Explain how to represent social network using graph and adjacency matrix with example.	07
(b) Explain application of SMA in different areas.	07
OR	
(b) Explain influencer with respect to social network with example.	07
Q.3 (a) Explain the concept of Affiliation and Identity.	07
(b) Explain the concept of click stream Analysis in detail.	07
OR	
(a) Explain in detail the concept of Link Prediction.	07
(b) Explain the concept of Micro Text Analysis with respect to Natural language Processing with Example.	07
Q.4 (a) Explain various data visualization techniques with Example.	07
(b) Explain the concept of Reach and Engagement Analysis in detail.	07
OR	
(a) Explain the use of Face book Business Manager in detail	07
(b) What are the benefits of using Social Campaign in SMA.	07
Q.5 The world's most popular smartphone manufacturer, Apple, takes great pride in the quality of images that can be captured on its devices. To highlight	

the great photos that it can take, it launched a competition that asked iPhone users to “capture the little things in a big way.” Photographers were then invited to share their images on Instagram and other social media sites using the hashtag #ShotOniPhone. A panel of judges then selected 10 winners from tens of thousands of entries, which were then featured on Apple’s website, the company’s Instagram, and on 10,000+ billboards in 25 countries. It has since become an annual campaign for the brand. User-generated content (UGC) is a low-investment way for companies to promote their brand on social media, but this isn’t the reason for this campaign’s success. Instead, Shot on iPhone encouraged people to discuss the campaign, which closely aligned with Apple’s reputation for creativity, lifestyle, and innovation. It encouraged existing users to participate in product launches and built a sense of excitement about being part of the iPhone community. Additionally, it gave iPhone users a sense of being part of something cool, which everyone likes.

(a) Which key performance indicator can be used to check effectiveness of 07
above social campaign?

(b) What changes can be done to improve the performance. 07

OR

(a) Which data visualization can be used to check the performance? 07

(b) Give example in which other business user-generated contents can benefit 07
them.
