

Total No. of Questions : 10]

SEAT No. :

**P4016**

**[5561]-723**

[Total No. of Pages : 3

**B.E. (Information Technology)**

**SOCIAL MEDIA ANALYTICS**

**(2015 Pattern) (Semester - II) (End Semester) (Elective - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) Answer the questions Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8, Q.9 or Q.10.
- 2) Figures to the right indicate full marks.
- 3) Neat diagrams must be drawn wherever necessary.
- 4) Use of Electronic calculator is allowed.
- 5) Assume suitable data, if necessary.

- Q1)** a) What is public and private data in Social media? Give example. [5]  
b) Write a short note on Ontology based Visualization. [5]

OR

- Q2)** a) Explain different method of Data Gathering in Social Media. [5]  
b) Explain hierarchical clustering algorithm with single linkage clustering. [5]

- Q3)** a) What do you mean by Sampling for Social Networks data? What is the need for sampling? [5]  
b) Write about different social media platforms. [5]

OR

- Q4)** a) Which are the major methods used for data mining in social networks? [5]  
b) Write a note on text mining in social networks. [5]

- Q5)** a) What is Centrality? Explain Degree Centrality and Katz Centrality with examples. [8]  
b) Explain Transitivity and Reciprocity with equations. [8]

OR

- Q6)** a) How Similarity between two nodes can be computed using Structural Equivalence? [8]  
b) Explain Balance and Status theory using proper examples. [8]

**P.T.O.**

**Q7) a)** Write major components of Behavior Analysis Methodology. **[8]**

**b)** Explain Collective Behavior Prediction using sample example. **[8]**

OR

**Q8) a)** What are the Node Neighborhood-Based methods? **[8]**

**b)** Explain how User Migration can be used in Collective Behavior Analysis. **[8]**

**Q9) a)** How would you define Twitter? Explain with different services. **[9]**

**b)** Explore Facebook's Social Graph API. **[9]**

OR

**Q10) a)** Write a note on Mining Twitter. **[9]**

**b)** Explain Facebook with analyzing social graph connections. **[9]**

