

Total No. of Questions : 10]

SEAT No. :

P222

[Total No. of Pages : 2

[5871]-747

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

**SOCIAL MEDIA ANALYTICS**

**(2015 Pattern) (Semester - II) (Elective - IV) (414465D)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) Answer 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) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume suitable data if necessary.

**Q1)** a) What is Public and Private data in social media? Give example. [6]

b) Explain Node-Link diagram of Structural Visualization. [4]

OR

**Q2)** a) What do you mean by Sampling for Social networks data? What is the need for Sampling? [6]

b) How to gather the data from social media? [4]

**Q3)** a) What is Data Mining? Draw and explain Architecture of a typical Data Mining System. [6]

b) What is Classification? Explain with diagram. [4]

OR

**Q4)** a) Explain Hierarchical Clustering Algorithm with Single Linkage Clustering. [6]

b) Write a note on Text Mining in social networks. [4]

**Q5)** a) What is Centrality? Explain Degree Centrality and Katz Centrality with examples. [8]

b) Explain Network Relationship by using Transitivity and Transitivity Linking. [8]

OR

**P.T.O.**

- Q6)** a) Explain Betweenness Centrality and Closeness Centrality. [8]  
b) Explain Balance and Status theory using proper examples. [8]
- Q7)** a) What is Collective Behavior Analysis? Explain User Migration in social media. [8]  
b) What are the Node Neighbourhood-Based methods. [8]
- OR
- Q8)** a) Write major components of Behavior Analysis Methodology. [8]  
b) What is Individual Behavior Modelling? Explain Social Community Structure. [8]
- Q9)** a) What is Facebook? Explore Facebook's Social graph API. [10]  
b) How would you define Twitter? Explain with different Services. [8]
- OR
- Q10)** a) Explain Open Authentication and how it is used in Twitter? [10]  
b) Explain Facebook with Analyzing Social Graph Connections. [8]

