

Total No. of Questions – [06]

Total No. of Printed Pages: [1]

G.R. No.	
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PAPER CODE	P122-235 ISE) E/R
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May 2022 / INSEM+ENDSEM
F. Y. M. TECH. (COMPUTER) (SEMESTER – II)
COURSE NAME: SOCIAL MEDIA ANALYSIS
COURSE CODE: CSPA12205A
(PATTERN 2020)

Time: [3 Hours]

[Max. Marks: 60]

Instructions to candidates:

- 1) All Questions are compulsory
- 2) Figures to the right indicate full marks.
- 3) Use of scientific calculator is allowed
- 4) Use suitable data where ever required

- Q.1) Explore following tools with their purpose [10]
1. reddit 2.Quora 3. Collegeduniya 4.Pinterest 5.Flipboard
- Q.2) Illustrate with example the representation of following networks using graph [10]
a) Full
b) Partial
c) Egocentric
d) Unimodal
e) Multimodal Networks
- Q3) Consider an online shopping website like Myntra where customers buying patterns are analyzed and similar item bought by people may be grouped together .Identify an appropriate Partitioning method for better recommendations to the users [10]
- Q.4) What is a spam email? How it is detected .Explain stepwise how a spam email may be identified. [10]
- Q.5) a) Explain Page rank Algorithm [10]
b) How a page rank algorithm helps user to get correct recommendation
- Q.6) Explore Google Analytics and write in your own words how it works. [10]
<https://analytics.Google.com>