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PAPER CODE	
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Marking Scheme

MAY 2022 (ENDSEM) EXAM

T.Y INFORMATION TECHNOLOGY (SEMESTER - II)

COURSE NAME: SOCIAL MEDIA ANALYTICS

COURSE CODE: IOEUA32185E

(PATTERN 2018)

Time: [1Hr]

[Max. Marks: 30]

Instructions to candidates:

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

Question No.	Question Description	Marks
Q.1	a) Evaluate how the degree of centrality is helpful to find out influential node in a network? - Use Degree of centrality – 2 Marks, Points -2 marks	[4]
	b) Describe the page ranking algorithm with example. - Description – 4 Marks, Example -2 marks	[6]
	OR b) Consider the real life example for transitivity and reciprocity; Can the behavior of node in linking will affects? - Example – 4 Marks, Affects -2 marks	[6]
Q2	a)Joining of community by individual is analyzed by the various factors. Comment on this statement. - Factors – 2 Marks, Comment -2 marks	[4]
	b)Consider the social site facebook and predict the causes of migration of individual and remedies on it. - Use of facebook-2 Marks, Causes of migration – 2 Marks, Remedies -2 marks	[6]
	OR b) Predict the box office collection review for new released movie by considering the pattern of watching from Monday to Sunday. - Prediction-4 Marks, Pattern(data or graph) -2 marks	[6]
Q.3	a)Analyze the social site twitter, source of data ,draw the graphs and comment. - Analysis - 2 Marks, Graph & Comment -2 marks	[4]

	b) Explain Visualizing directed graphs of mutual friendships in Facebook. - Explanation - 4 Marks, Example -2 marks OR b) Analyze the social site Linked In and explore Linked In API. - Analysis - 3 Marks, Explore API -3 marks	[6] [6]
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