Total No. of Questions – [03]

Total No. of Printed Pages:01

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

Q.1   a) Evaluate how the degree of centrality is helpful to find out influential   [4]
        node in a network?

        b) Describe the page ranking algorithm with example.   [6]
                                    OR
        b) Consider the real life example for transitivity and reciprocity, Can
        the behavior of node in linking will affects?

                                                                                        [6]
Q2   a) Joining of community by individual is analyzed by the various   [4]
           factors. Comment on this statement.

        b) Consider the social site Facebook and predict the causes of   [6]
           migration of individual and remedies on it.
                                    OR
        b) Predict the box office collection review for new released movie by   [6]
           considering the pattern of watching from Monday to Sunday.

Q.3   a) Analyze the social site twitter, source of data, draw the graphs and   [4]
           comment.

        b)Explain Visualizing directed graphs of mutual friendships in   [6]
        Facebook.
                                    OR   [6]
        b) Analyze the social site Linked In and explore Linked In API.