

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – COMPUTER SCIENCE WITH DATA ANALYTICS
MAJOR ELECTIVE COURSE – II: SOCIAL MEDIA ANALYTICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What is the main benefit of utilizing social media analytics for business?
(i) To monitor competitor activity only
(ii) To measure campaign performance and identify areas for improvement
(iii) To solely focus on increasing follower count
(iv) To exclusively track negative comments and feedback
- 2 Which Facebook campaign objective should you choose to drive traffic to your website?
(i) Lead Generation (ii) Enagement
(iii) Brand Awareness (iv) Traffic
- 3 Which metric measures the number of times users interact with a tweet?
(i) Retweets (ii) Engagement
(iii) Click-through rate (iv) impressions
- 4 Identify the statement remove a file from the staging area in Git?
(i) git reset (ii) git delete
(iii) git remove (iv) git rm --cached
- 5 Who initially started Spark at UC Berkeley AMPLab in 2009.
(i) Mahek Zaharia (ii) Matei Zaharia
(iii) Doug Cutting (iv) Stonebraker

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Analyze the processing of data in social media.
OR
b Describe parsing API outputs.
- 7 a Classify project planning in Facebook.
OR
b Bring out noun phrases in Facebook.
- 8 a Sketch the combining NER and sentiment analysis in twitter.
OR
b Explain data pull using twitter.
- 9 a Describe data analysis using GITHUB.
OR
b Summarise Scraping on internet forums.
- 10 a Narrate the understanding relationships between our own topics using Pinterest.
OR
b Analyse different scaling methods and platforms in amazon.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Summarise to get, analyze and visualize the data in social media.
OR
b Discuss the authentication techniques to access social data using MongoDB with python.
- 12 a Analyze Facebook brand page.
OR
b Enumerate Detecting trends in time series.
- 13 a Survey customized sentiment analysis.
OR
b Consumer reaction analytics on youtube for unstructured data.
- 14 a Examine data processing using GITHUB.
OR
b Discuss extracting conversational topics on internet forums.
- 15 a Classify search results data using pinterest.
OR
b Summarise Amazon Elastic MapReduce.

Z-Z-Z

END