

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – COMPUTER SCIENCE WITH DATA ANALYTICS

MAJOR ELECTIVE COURSE-II - SOCIAL MEDIA ANALYTICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Social data primarily includes (i) Machine code (ii) User interactions (iii) BIOS data (iv) Compiler output	K1	CO1
	2	OAuth is related to (i) Storage (ii) Visualization (iii) Authentication (iv) Cleaning	K2	CO1
2	3	Emotion analysis identifies (i) API keys (ii) Data size (iii) User sentiments (iv) Schemas	K1	CO2
	4	Time series analysis is used to detect (i) File types (ii) Passwords (iii) APIs (iv) Trends	K2	CO2
3	5	Structured data is (i) Random text (ii) Organized data (iii) Noise (iv) Images	K1	CO3
	6	Customized sentiment analysis improves (i) Accuracy (ii) Deletion (iii) Storage (iv) Formatting	K2	CO3
4	7	Conversational topic extraction identifies (i) Discussion themes (ii) Passwords (iii) Files (iv) Schemas	K1	CO4
	8	Preprocessing removes (i) APIs (ii) Trends (iii) Keys (iv) Noise	K2	CO4
5	9	EMR stands for (i) Encryption Mode (ii) Elastic MapReduce (iii) Email Resource (iv) External Memory	K1	CO5
	10	Spark is mainly used for (i) Distributed processing (ii) Storage (iii) Encryption (iv) Scraping	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain basic cleaning techniques in social media data.	K3	CO1
		(OR)		
	11.b.	Explain how MongoDB is used with Python for social data storage.		
2	12.a.	Analyze brand popularity metrics on Facebook.	K4	CO2
		(OR)		
	12.b.	Discuss tools used for Facebook data analysis.		
3	13.a.	Analyze data processing techniques in Twitter analytics.	K4	CO3
		(OR)		
	13.b.	Discuss consumer reaction analytics using social media data.		
4	14.a.	Explain preprocessing methods in scraping.	K3	CO4
		(OR)		
	14.b.	Discuss conversational topic extraction methods.		
5	15.a.	Explain Spark architecture on cloud.	K2	CO5
		(OR)		
	15.b.	Discuss Amazon Elastic MapReduce features.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the complete workflow of social data analytics from collection to visualization.	K3	CO1
2	17	Evaluate popularity and engagement metrics using analytical models.	K4	CO2
3	18	Evaluate campaign reaction analytics on YouTube.	K5	CO3
4	19	Discuss large-scale forum analytics architecture.	K3	CO4
5	20	Evaluate cloud-based social analytics platforms.	K4	CO5

Z-Z-Z

END