

Total No. of Questions : 6]

SEAT No. :

P1426

[Total No. of Pages : 2

BE/Insem./APR-266

B.E. (Information Technology)

SOCIAL MEDIA ANALYTICS

(2015 Pattern) (Semester -II) (Elective - IV)

Time : 1 Hour]

[Max. Marks :30

Instructions to the candidates:

- 1) Answer questions Q.1 or Q.2, Q.3 Or Q.4, Q.5 or Q.6.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.

Q1) a) Define Social Media Data? Explain Data sources in social media channels. **[5]**

b) Compare Estimated and Factual Data Sources. **[5]**

OR

Q2) a) Explain different ways to gather data in social media analytics. **[5]**

b) Explain Public and Private data in social Media. **[5]**

Q3) a) Explain Structural Visualization with approaches? **[5]**

b) Explain convergence of Visualization and Analysis? **[5]**

OR

Q4) a) What is Visualization? State its importance in social media. **[5]**

b) Explain convergence of Visualization and Interaction? **[5]**

P.T.O.

- Q5)** a) Explain k means clustering algorithm with example. [5]
b) Brief about keyword search. What are the challenges in this regards. [5]

OR

- Q6)** a) Discuss keyword searches over XML and Relational data. [5]
b) Write short note on Transfer Learning in heterogeneous Networks. [5]
