

Total No. of Questions : 6]  
**P280**

SEAT No. :

[Total No. of Pages : 2

**BE/INSEM/APR - 607**  
**B.E. (Information Technology)**  
**414465D: SOCIAL MEDIA ANALYTICS**  
**(2015 Pattern) (Elective - IV) (Semester - II)**

*Time : 1 Hour]*

*[Max. Marks : 30*

*Instructions to the candidates :*

- 1) Answer Q1 or Q2, Q3 or Q4, Q5 or Q6.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Use of calculator is allowed.
- 5) Assume suitable data, if necessary.

**Q1)** a) Explain different method of Data Gathering in Social Media. **[5]**

b) Assume you are designing a social media platform for reading books. Specify which common actions you will design. State their functionality. **[5]**

OR

**Q2)** a) What is public and private data in Social media? Give example. **[5]**

b) Write down the difference between Estimated Data Sources and Factual Data Sources. **[5]**

**Q3)** a) What are the most common data mining applications related to social networking sites? **[5]**

b) Enlist and explain different layout mechanisms for visualization of social networks. **[5]**

OR

**P.T.O.**

- Q4)** a) What is Motivations for Data mining in Social Media? [5]  
b) Write short note on Visualization and Interaction. [5]

- Q5)** a) Explain k means clustering algorithm. [5]  
b) Write short note on text mining in social networks. [5]

OR

- Q6)** a) Explain Classification Algorithm. [5]  
b) What is Lowest Common Ancestor? Explain the algorithm. [5]

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