

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Sem Examination, January 2021

Course: Web & Social Analytics
Program: B.Tech- CS-BAO
Course Code: CSBA4002

Semester: VII
Time: 03 hrs.
Max. Marks: 100

Instructions: all questions are compulsory

SECTION A

[30]

S. No.	Write short notes on the following	Marks	CO
Q 1	Explain Knowledge	5	CO1
Q2	Differentiate between Web 1.0 & Web 2.0	5	CO1
Q3	What do you understand by social analytics?	5	CO2
Q4	What are the components of Social Media? (Explain)	5	CO3
Q5	What is the importance of social media analytics?	5	CO2
Q6	Explain Web Analytics.	5	CO3

SECTION B

[50]

	All questions are compulsory	Marks	CO
Q7	Identify at least 12 terms used by social analytics tools and explain them.	10	CO3
Q8	Identify and explain in detail the impact of social media on business	10	CO2
Q9	Identify the technical requirements of social media analytics	10	CO4
Q10	How can we leverage social media for better service to industry?(explain with example)	10	CO4
Q 11	Identify & Explain the different analytics platforms.	10	CO3

SECTION-C

	Any 1 question is to be attempted (Marks- [20])	Marks	CO
Q 12	Design and discuss the social media analytics process to identify impact of Bird Flu in the market. Make assumptions wherever required.	20	CO5
Q13	Design a smart methodology for the above scenario in Question 12 and identify the social business objectives.	20	CO5