K. J. Somaiya Institute of Engineering and Information Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)
End Semester Exam Question Bank
April-May (2021-2022)
Program: (B.Tech.) Computer Engineering
Department of Computer Engineering
Course Code: **1UCEDLCC8031** and Course Name: **Social Media Analytics**

Question Bank

Chapter 1

Q1. What is the difference between traditional business intelligence and social media analytics
Q2. Why there is a digital gap in data evolution
Q3. Different social media data sources
Q4. Define Social Media Data
Q5. Differentiate between Estimated and Factual Data Sources
Q6. Compare and contrast between public and private data
Q7. What are the different steps to gather a data in social media analytics

Chapter 2

Q1. Tell the importance of visualization in social networks
Q2. What is structural visualization
Q3. Why node link diagram is required during visualization of social networks
Q4. What is property based layout of node link diagram
Q5. Differentiate between force based and energy based layout of Node link diagram
Q6. why matrix oriented technique is used in visualization
Q7. Read about ontology based visualization
Q8. Temporal visualization
Q9. Read about Statistical visualization
Q10. Difference between visualization and interaction
Q11. What is semantic filtering with ontology

Chapter 3

Q1. Keyword Search
Q2. Classification
Q3. Clustering
Q4. Linkage based cross domain learning
Q5. Query Semantic
Q6.Ranking Strategy
Q7. Query Efficiency
Q8. What is keyword search over xml data

Q9. Graph exploration by backward search
Q10. graph exploration by bidirectional search
Q11.Index based graph exploration

Chapter 4
Q1. Define Centrality
Q2. Degree centrality
Q3. Eigen vector centrality
Q4. Kartz centrality
Q5. What is page rank
Q6. Betweeness centrality
Q7.closeness centrality
Q8. Group betweeness centrality
Q9. Group Degree Centrality
Q10.Group closeness centrality
Q11. Transitivity
Q12. Reciprocity

Chapter 5
Q1. User User behavior
Q2. User Community Behavior
Q3. User Entity Behavior
Q4. What is community Membership in social media
Q5. Derive steps of behavior analysis methodology
Q6. What is link prediction
Q7. Node based neighbour methods
Q8. Kartz Measure
Q9.Rooted Page rank
Q10. collective behavior analysis
Q11. What is user migration in social media
Q12. What is collective behavior Mdelling
Q13. Collective Behavior prediction
Q14. Numerical Problem on neighbour hood method

Chapter 6
Q1. Study about twitter API
Q2. Study about facebook API