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MUSTUDENTS UNITED

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How to Score Well in the Social Media Analytics Exam?

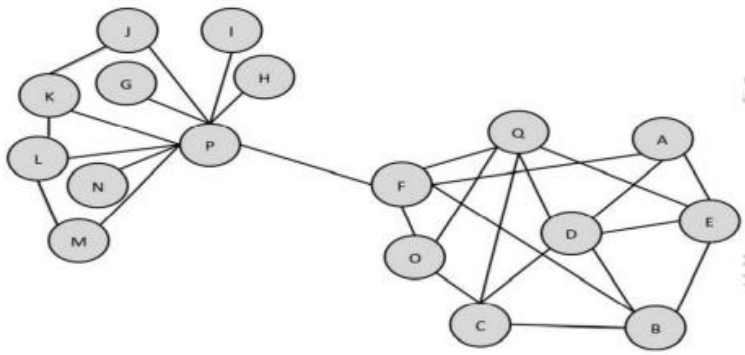
1. Short note on
    - Challenges to SMA.
    - Seven layers of social media analytics
    - Sources of Location of Data.
    - Issues with privacy policies.
    - Significance of Social Media KPI
2. Describe density, bridge and hub of a social network with example.
3. Define centrality and its types. How is it computed?
4. Differentiate between
    - Static and dynamic social media text.
    - Social media, Web 2.0, and social network sites
5. What are text analytics, explain the steps in text analytics with an example also types of text analytics.
6. Explain Social Media Action Analytics, Common Social Media Actions and Actions Analytics Tools / Briefly list and define different actions performed by social media users.
7. Explain Hyperlink Analytics. – Types, Tools.
8. What are location analytics?
    - Business data driven location analytics.
    - Social media data-driven location analytics
    - Location analytics tools and also explain working of every tool.
9. Explain the two main categories of search engine analytics.
    - Search Engine Optimization
    - Search Trend Analytics
10. Automated, Traditional and Social recommendation systems.
11. Explain the steps needed to formulate a social media strategy.

12. What is social media risk? Explain the four steps in social media risk management.
13. Explain common social media risks-mitigation strategies.
14. Explain the ways to measure the success of a company having social media.
15. What are the benefits of social media users who use social media?

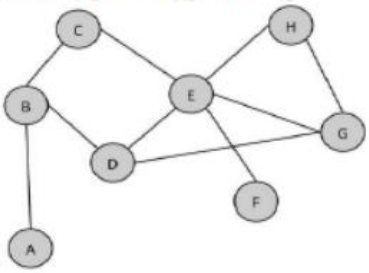
NUMERICALS

How degree distribution is plotted for the graph? Show degree distribution of the following graph.

b.



Q.2 a. Answer the following questions about this graph. 10



i. How many nodes are in the network?
ii. How many edges are in the network?
iii. Is this graph directed or undirected?
iv. Create an adjacency list for this graph.
v. Create an adjacency matrix for this graph.
vi. What is the length of the shortest path from node A to node F?
vii. What is the largest clique in this network? How many cliques of that size are there?
viii. How many connected components are there in this network?
ix. Estimate the density of the graph?
x. Are there any hubs in the network? If so, which node (s) and why is it a hub?

Good luck!

From MU Students United