

**R15****Code No: 824BD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA V Semester Examinations, April/May - 2019****SOCIAL MEDIA INTELLIGENCE****Time: 3hrs****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 marks = 25**

- 1.a) What is social media monitoring? Explain in detail. [5]
- b) Differentiate between Poster and Lurkers. [5]
- c) Give a note on Online Echo chambers. [5]
- d) How do you differentiate a Buzz Campaign from a Fraud? [5]
- e) Write a brief note on intelligence dash boards. [5]

**PART - B****5 × 10 marks = 50**

2. Briefly explain the following:  
a) Text mining                      b) Opinion formation in Social Context. [5+5]

**OR**

- 3.a) Explain the implications for social media intelligence. [5+5]
- b) How do we use social media as early warning System.

4. Discuss the posting motivation and selection effects. [10]

**OR**

- 5.a) Give a brief note on effect of multiple audience on our opinions. [5+5]
- b) How the social context affect our behavior and opinion.

6. Describe the following:  
a) Life Cycle dynamics                      b) Preference Mismatching and sequential dynamics [5+5]

**OR**

- 7.a) How can we identify Fraudulent Opinions? Explain. [5+5]
- b) Explain how the text is analyzed.

8. Describe the new paradigm for marketing research. [10]

**OR**

- 9.a) What are the benefits of a well-managed opinion community. [5+5]
- b) How to create and manipulate buzz?

- 10.a) Give a brief note on tracking brand health. [5+5]
- b) Describe the integrated CRM.

**OR**

11. List and explain the marketing research methods. [10]