Code No: 824BD

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MCA V Semester Examinations, December - 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)	How do expectations affect opinion?	[5]
b)	Compare and contrast poster versus lurkers.	[5]
c)	Are social media fragmenting population? Justify your answer.	[5]
d)	How to establish links to performance metrics in market research.	[5]
e)	Write a short note on social shopping.	[5]

PART - B

5 × 10 marks = 50

2.a) Explain using social media as early warning system.
 b) How do expertise and knowledge influence opinion formation?   [5+5]
OR
3.a) Give a brief note on simple metrics for social media Intelligence.
 b) Discuss the implication for social media intelligence.   [5+5]

4.a) How does social context affect our behavior? Explain.
 b) Can we trust the wisdom of crowds? Justify your answer.   [5+5]
OR
5.a) Explain the bandwagon behavior in opinion expression.
 b) How do we differentiate our opinions? Give illustration.   [5+5]

6.a) "Birds of a feather flock together". Explain it in the context of social media.
 b) What is the influence of social media on e-commerce? Explain.   [5+5]
OR
7.a) Briefly explain the influential hypothesis.
 b) Discuss the causes for opinion radicalization.   [5+5]

8.a) Write about creating and manipulating buzz.
 b) List the benefits of well-managed opinion community.   [5+5]
OR
9.a) Illustrate the buzz campaign or fraud.
 b) How to identify fraudulent opinions.   [5+5]

10.a) Discuss how to tap into opinion ecosystem.
  b) Explain rapid response system.   [5+5]
OR
11. How can social media intelligence help integration of an organizational strategy?
 Explain.   [10]