

**R15**

Code No: 824BD

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MCA V Semester Examinations, October/ November - 2020**

**SOCIAL MEDIA INTELLIGENCE**

**Time: 2hrs**

**Max.Marks:75**

**Answer any five questions**  
**All questions carry equal marks**

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- 1.a) What is social media monitoring?  
b) Explain in detail about text mining. [7+8]
- 2.a) How do expectations affect opinion? Explain.  
b) Explain about opinion formation in a social context. [7+8]
3. Can we trust the wisdom of crowds? Explain in detail how it effects. [15]
- 4.a) Compare posters Vs Lurkers.  
b) Describe the motivations to post on social media mention its impact. [7+8]
- 5.a) Describe briefly about sequential dynamics.  
b) "Geography No Longer Defines our communities" Justify your answer. [7+8]
- 6.a) Discuss about online echo chambers.  
b) How to identify influentials. Explain. [7+8]
7. Explain about creating an inviting environment for Social Media Intelligence. [15]
8. Explain the following:  
a) Intelligence Dashboards.  
b) Integrated CRM [7+8]

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