

R15

Code No: 824BD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MCA V Semester Examinations, July/August - 2021****SOCIAL MEDIA INTELLIGENCE****Time: 3Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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- 1.a) What are implications for Social Media Intelligence? Explain.
b) Can we trust the wisdom of crowds? Explain. [7+8]
- 2.a) Explain in detail about online echo chambers.
b) Discuss about establishing links to performance metrics. [7+8]
- 3.a) Explain in detail about opinion formation in a social context.
b) Discuss about intelligence dashboards. [7+8]
- 4.a) What motivates us to post? Explain.
b) Discuss about the new influential and influence in e-commerce. [7+8]
- 5.a) Explain about casting a wide net.
b) Discuss about understanding market structure. [7+8]
- 6.a) How does social context affect opinion expression? Explain.
b) Describe creating an inviting environment. [7+8]
- 7.a) Explain about life cycle dynamics.
b) Discuss about anecdotal referencing of social media comments. [7+8]
8. Explain the following:
a) A new paradigm for marketing research.
b) Geography no longer defines our communities.
c) Seeding strategies. [5+5+5]

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