

R15

Code No: 824BD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MCA V Semester Examinations, February - 2022****SOCIAL MEDIA INTELLIGENCE****Time: 3 Hours****Max.Marks:75**

Answer any Five Questions
All Questions Carry Equal Marks

- - -

- 1.a) Discuss using social media as an early warning system.
b) Compare affecting Opinion versus Biasing Expression. [7+8]
- 2.a) Explain opinion formation in a social context with examples.
b) Describe Simple Metrics for text mining. [7+8]
3. How does social context affect Opinion Expression? Discuss with illustration. [15]
- 4.a) Illustrate the Bandwagon Behavior in Opinion expression.
b) Give a brief note on the Wisdom of Crowds. [8+7]
5. Explain the Implications for Social Media Monitoring and Metrics. [15]
6. Discuss the Influence of social media in e-Commerce. [15]
7. "Quality of Intelligence Depends on the Quality of the Opinion Community"
substantiate this statement. [15]
- 8.a) Give a brief note on Intelligence building on the Science of opinion.
b) How to tap into Opinion Ecosystems? [8+7]

---ooOoo---