

Code No: 844BD

R17**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]