

R17**Code No: 844BD****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

- 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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