

R17**Code No: 844BD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA V Semester Examinations, February - 2021****SOCIAL MEDIA INTELLIGENCE****Time: 2 hours****Max. Marks: 75**

Answer any five questions
All questions carry equal marks

1. Describe in detail about the concept of text mining. [15]
2. How do expectations affect opinion? Explain with an example. [15]
3. Illustrate in detail about the concept of posting motivations and selection effects. [15]
4. How does social context affect opinion expression? Explain with example. [15]
5. Describe in detail about preference mismatching and sequential dynamics. [15]
6. Give examples to explain how geography no longer defines our communities. [15]
7. List and explain the Benefits of a well-managed opinion community. [15]
8. Illustrate in detail about understanding market structure. [15]

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