R17

Code No: 844BD

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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