R17

Code No: 844BD

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
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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"
 substratiate 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]

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