

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539295

Date: 17/08/2021

Subject Name: Social Media Analytics

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 Define:** **14**
1. Social Network Analysis
 2. Link Analysis
 3. Indexing
 4. Data Visualization
 5. Social Media Landscape
 6. Click Stream Analysis
 7. Sentiment Analysis
- Q.2 (A) What is social media analytics? How does social media analytics work?** **07**
- (B) Explain various techniques to measure social media campaigns.** **07**
- OR**
- (B) What engagement metrics are available for Facebook analytics?** **07**
- Q.3 (A) Explain various methods of analyzing social media data.** **07**
- (B) Explain role of unity30/Pycharm in advertising and Game analytics.** **07**
- OR**
- (A) Explain the process through which one can analyze reach and engagement in Facebook with proper examples.** **07**
- (B) Explain processing and visualizing of data with proper examples.** **07**
- Q.4 (A) What is Python programming? Explain its use in social media analytics.** **07**
- (B) Explain various tools used for online survey.** **07**
- OR**
- (A) Discuss the techniques of natural language processing.** **07**
- (B) How social media analytics can be used in Entertainment industry? Explain with hypothetical example.** **07**
- Q.5 Case Study:**

Bankco is a major global financial institution with over 8 million customers in 10 countries. It provides a range of financial services including personal and business banking, wealth management and investment banking. Bankco's core business strategy is to provide innovative and relationship-based customer services. It is highly customer focused and has a mature customer relationship management (CRM) driven culture.

In 2009, Bankco's senior management announced a strategy of reputation change to grow retail banking by competing on price, cutting fees and providing wealth management services. A major change management program was initiated across Bankco branches and customer channels based on brand differentiation and

achieving closer engagement with customers.

A survey commissioned in August 2010 indicated that consumers did not perceive Bankco to be different from other financial institutions. A widely held belief among consumers was that all banks were “working together, fixing fees and eliminating competition”. In order to achieve the strategic goal of reputation change, a major marketing campaign was initiated by the marketing unit, with strong support from senior management, to clearly differentiate Bankco from its competitors. The campaign was designed to provide Bankco with a reputation of providing fair service to customers and develop a “simple brand value delivery model with societal, cultural and commercial impact” (General Manager of Customer Analytics and Research). It was intended to enable Bankco staff to better compete on service and advice and to increase new customer conversions from other banks.

Questions

(A) If you were the marketing manager what kind of social media campaign you designed for Bankco. **07**

(B) How you measure and analyze the social media campaign designed by you? **07**

OR

(A) What is Google Analytics? Explain various applications of Google analytics. **07**

(B) What is web analytics? Explain various web analytics tools with proper examples. **07**
