

RAN-2608000606020020
B.Com. (NCF-NEP) Data Science (Sem.-VI) Examination March - 2026
Major - Social Media Analytics (Theory) (Set-III)
[Total Marks: 35]

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book	Seat No.: Student's Signature
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Q.1. Short Questions (Write any FIVE) 10

1. Define Social Media Analytics.
2. Write any two key metrics of Instagram Insights.
3. Explain the importance of Shares/Retweets.
4. Mention any two strengths of Image Posts.
5. What is “Watch Time” on YouTube?
6. What are audience demographics?
7. Define positive sentiment.

Q.2. Explain the complete process of collecting, cleaning, and organizing social media data in Excel. Include: 13

- Manual data entry
- Sample fields (Post Type, Date, Likes, Comments, Reach)
- Removing duplicates
- Formatting & standardization
- Use of filters and sorting
- Importance of structured data

OR
Q.2. A. Explain Engagement Rate, Reach, and CTR. Include formula, importance, and interpretation. 07
B. “Clean and structured data is the foundation for meaningful insights.” Explain this statement with reference to duplication removal, error correction, formatting, and standardization 06
Q.3. Explain the three types of sentiment (positive, negative, neutral) with examples. Also analyze how sentiment analysis helps businesses improve strategy. 12
OR
Q.3. A. Explain different social media metrics: Likes, Comments, Shares, Reach, Followers, and Views with suitable examples. 06
B. Why is it important to compare different post types? Explain strengths and limitations of each. 06