
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MCA Plus	Web, Social analytics and Visualization
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 Marks each – Word limit – 500)

- a) What is social media benchmarking?
- b) Why brand need to be cognizant of social media benchmarks?
- c) What are the metrics to benchmark on common social media platforms? Explain.

Q.2. Write short notes on all the following topics (1 Mark each - Word limit - 100)

- a) Explain Tableau.
- b) Explain things which need to be benchmarked on social media?
- c) How to interpret a benchmarking?
- d) What is a social media reporting scope and goals?
- e) How to visualize social media analytics?

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	MCA Plus	Web, Social analytics and Visualization
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- a) Explain tips for visualizing social media analytics?
- b) What is social media? Explain brief history and evolution of social media?
- c) Explain data analytics? What methods are used to refine raw data and derive information?

Q.2 Write short notes on all the following topics. (1 Mark each - Word limit - 100)

- a) Explain how social media analytics help individuals and organizations?
- b) What is structured and unstructured data in context of social media analytics?
- c) How to use social media analytics to improve your marketing strategies?
- d) What is social media engagement and how to measure it?
- e) How businesses can adopt social media analytics? Explain benefits of adopting social media strategy?