



QP CODE: 26802207



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Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE46 - SOCIAL MEDIA, WEB & TEXT ANALYTICS

2024 ADMISSION ONWARDS

D582C870

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries 2 marks.*

1. Define digital customer journey.
2. Define bounce rate.
3. Explain how user behavior data helps businesses improve websites.
4. Explain the difference between organic and paid social media campaigns.
5. Explain the role of Excel or Google Sheets in creating marketing reports.
6. Define data visualization.
7. Identify one risk of misusing customer data on social media platforms.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries 6 marks.*

8. Explain how businesses can select appropriate social media platforms for their target audience.
9. Explain how businesses can measure the success of their social media strategy.
10. Explain the process of sentiment analysis and its role in social media monitoring.
11. Analyze the relationship between reach, impressions, and engagement in determining campaign performance.
12. Discuss methods that organizations can use to track and analyze customer feedback on social media platforms.
13. Analyze how social media analytics tools help businesses monitor marketing performance?





14. Analyze how online reviews and social media mentions influence brand reputation?

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Discuss how marketers can use click-through data to optimize content and improve audience interaction on social media platforms.
16. Create a plan to improve a brand's digital reputation using social media.

Compulsory Question

17. A consumer brand launches a large social media campaign but fails to generate expected customer engagement. Evaluate the possible weaknesses in the company's social media strategy and recommend improvements.

(2×10 = 20 Marks)

