BC(Voc)-605

SOCIAL NETWORKING & DATA ANALYTICS

Max. Marks: 80
Internal Marks: 20
Time: 3 Hours

Note: **Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.**

Social networking: concept, evolution and applications, expansion of social networking, using popular social networking sites: Facebook, twitter, linked in, Instagram, blogging etc., trends in social media, organize, access and share information using social networks.

Messaging services as social networking, business applications of social networking: product promotion, publicity, etc., social and ethical aspects of social networking, social networking and legislation: privacy issues, security, data protection, etc.

Big data and hadoop: concept and evolution. features of big data, managing big data, tools and languages used for data analysis - R, Excel, SQL, Python & Tableau; data visualization and statistical interpretation for analytics, introduction to data warehousing and OLAP; data preparation, predictive analysis – linear regression, classification, clustering, time series, etc.

Practical: The candidates should be able to make a profile on social networking and perform elementary data analytics for the same.

REFERENCES

- Mariam Salpeter, Social Networking for Career Success, Learning express, LLC.
- Guy Kawasaki, The Art of Social Media: Power Tips for Power Users, Portfolio Publishers
- Michael Richards, Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, Linkedin, and Instagram, Create Space Independent Publishing Platform
- Victor Finch, Data Analytics for Beginners, Create Space Independent Publishing Platform
- Anil Maheshwari, Data Analytics Made Accessible, Amazon Digital Services LLC.
- Theobald, Data Analytics for Absolute Beginners, Independent