

R18

Code No: 157JD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, December-2023/January-2024

WEB AND SOCIAL MEDIA ANALYTICS

(Computer Science and Engineering-Data Science)

Time: 3 Hours

Max. Marks: 75

Note: i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART – A

(25 Marks)

- 1.a) What is the need of analytics? [2]
- b) What technology factors create pressure on organizations? [3]
- c) Give an example for term-document matrix. [2]
- d) List the features of IBM Watson. [3]
- e) What is a lexicon? [2]
- f) What are the sources of data for sentiment analysis? [3]
- g) What is an authoritative page? [2]
- h) What are the three main areas of Web mining? [3]
- i) What is meant by social network? [2]
- j) What does centrality refer to in SNA? [3]

PART – B

(50 Marks)

2. Describe decision support system as an umbrella term and its evolution into business intelligence. [10]

OR

3. With suitable case studies differentiate between descriptive analytics and prescriptive analytics. [10]

4. Explain the use of text mining process for text analytics. [10]

OR

5. Briefly explain various applications of text mining. [10]

6. How can sentiment analysis be used in predicting financial markets? Explain with example. [10]

OR

7. Make a detailed comparison of acoustic approach and linguistic approach to speech analytics. [10]

8. "The World Wide Web poses great challenges for effective and efficient knowledge discovery." Support this statement with appropriate examples. [10]

OR

9. Demonstrate commonly used methods for search engine optimization. [10]

10. With suitable case studies explain the benefits obtained from social network analysis. [10]

OR

11.a) Brief the best practices in social media analytics.
b) Does goal seeking represent a backward solution approach? Justify your answer. [5+5]