

R18

Code No: 157JD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, February - 2025

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 big data? [2]
- b) List the applications of data analytics. [3]
- c) What is meant by stemming? [2]
- d) What are the benefits of concept linking? [3]
- e) What are the sources of data for sentiment analysis? [2]
- f) What is the difference between sentiment and opinion? [3]
- g) Define web usage mining. [2]
- h) What is the difference between hub and authoritative page? [3]
- i) Define social analytics. [2]
- j) List the best practices in social media analytics. [3]

PART – B

(50 Marks)

2. Elucidate the business environment factors that create pressures on organizations. [10]

OR

- 3.a) Describe the evolution of decision support system into business intelligence.
- b) How can analytics aid in objective decision making? [6+4]
- 4.a) How can text mining be used in security and counter terrorism? [5+5]
- b) What are the challenges in natural language processing?

OR

- 5.a) Describe the context diagram for the text mining process.
- b) What are the free software tools available for text mining? Discuss the pros and cons of them. [4+6]
- 6.a) How can sentiment analysis be used for brand management?
- b) Discuss the most popular application areas for sentiment analysis. [5+5]

OR

- 7.a) How does speech analytics related to sentiment analysis?
- b) What are the challenges associated in speech analytics? [5+5]

QA QA QA QA QA QA QA G

8. Web poses great challenges for effective and efficient knowledge discovery. Elaborate on these challenges. [10]

QA QA QA QA OR QA QA QA G

9.a) How to use click stream analysis for web analytics?
b) Discuss briefly the most commonly used methods for search engine optimization. [4+6]

10.a) Describe various types of social network types.
b) Compare and contrast social media and industrial media. [5+5]

QA QA QA QA OR QA QA QA G

11.a) What difficulties arise in analyzing multiple goals in prescriptive analytics?
b) Discuss the reasons for performing sensitivity analysis. [6+4]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G