

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)

B.Tech. (CSBS) Sem - VII : WINTER- 2022

SUBJECT : ADVANCED SOCIAL, TEXT & MEDIA ANALYTICS

Day : Wednesday

Time : 02:30 PM-05:30 PM

Date : 21-12-2022

W-20485-2022

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Use of nonprogrammable calculators is allowed.

Q.1 Explain different levels of Text Representation. (10)

OR

Q.1 Explain Supervised and Unsupervised Learning. (10)

Q.2 Which are different issues for Clustering? (10)

OR

Q.2 What is Hard and Soft Clustering? (10)

Q.3 Explain different Keyword Extraction Methods. (10)

OR

Q.3 Explain candidate Keywords and Keyword Scores. (10)

Q.4 Explain different Web Analytics tools. (10)

OR

Q.4 What is web search and retrieval? (10)

Q.5 Explain social network and web data. (10)

OR

Q.5 Explain social media analytics measures for individuals and networks. (10)

Q.6 Explain Three-way Tensor on Semantic Graph. (10)

OR

Q.6 Explain web community. (10)

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