

**BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)**  
**B. Tech. Sem - VII CS&BS : SUMMER : 2025**  
**SUBJECT: ADVANCED SOCIAL, TEXT & MEDIA ANALYTICS**

Day : Tuesday  
Date : 20/05/2025

**S-24204-2025**

Time : 02:30 PM-05:30 PM  
Max. Marks : 60

**N.B.:**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Draw neat and labelled diagrams **WHEREVER** necessary.
- 4) Assume suitable data, if necessary.

Q. 1 Discuss various preprocessing techniques in text mining and their significance in improving the accuracy of text analysis. (10)

**OR**

Q. 1 Discuss information extraction in text mining. Explain its workflow with an example. (10)

Q. 2 What is Natural Language Processing (NLP)? Explain its components and how they are applied in text mining tasks with examples? (10)

**OR**

Q. 2 Explain the key steps involved in content analysis for text mining. How is it used to extract meaningful insights from unstructured data? (10)

Q. 3 Explain the concept of candidate keywords and keyword scores in rapid automatic keyword extraction. (10)

**OR**

Q. 3 Analyze the role of precision and recall in benchmarking keyword extraction methods. How do these metrics impact the evaluation process? (10)

Q. 4 List and explain various web analytics tools used for analyzing website performance. (10)

**OR**

Q. 4 Illustrate the process of web crawling and indexing, highlighting their importance in search engine optimization. (10)

Q. 5 Define social network analysis and describe its significance in social media analysis. (10)

**OR**

Q. 5 Explain different visualization techniques used in social network analysis for representing connections and relationships. (10)

Q. 6 Discuss how temporal analysis on a semantic graph can provide insights into the dynamics of web communities. (10)

**OR**

Q. 6 Compare different methods for analyzing communities and their evolutions in dynamic networks, focusing on their strengths and limitations. (10)

\* \* \* \* \*