

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)
Computer Science & Business Systems

B.Tech. (CSBS) Sem - VII :SUMMER : 2023

SUBJECT : ADVANCED SOCIAL, TEXT & MEDIA ANALYTICS

Day : Wednesday

Time : 02:30 PM-05:30 PM

Date : 17-05-2023

S-20485-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Use of non-programmable calculator is **allowed**.
- 4) Assume suitable data **WHEREVER** necessary.
- 5) Draw neat labeled diagrams **wherever** necessary.

- Q.1 a) What are the common challenges involved in text clustering? (05)
b) How is text clustering different from text classification? (05)
- OR**
- Q.1 a) What are the different ways to apply visualization in text mining? (05)
b) Write about typical approach in information extraction. (05)
- Q.2 Give detailed process to design text classifier using sentimental analysis. (10)
- OR**
- Q.2 a) Differentiate between text mining and natural language processing. (05)
b) Define partitioning clustering. Explain k-means algorithm. (05)
- Q.3 Apply Rapid Automatic Keyword Extraction Algorithm on following text: (10)
"The Constitution of India is the supreme law of India. The constitution was drafted by the Constituent Assembly, which was elected by elected members of the provincial assemblies. The 299-member assembly took almost three years to draft the constitution holding eleven sessions over a 165-day period. Dr. B. R. Ambedkar is recognized as the "Father of the Constitution of India".
- OR**
- Q.3 a) Why is keyword extraction important? (05)
b) Give the significance of benchmark evaluation. (05)
- Q.4 What is page ranking in information retrieval? With suitable example explain role of ranking algorithms. (10)
- OR**
- Q.4 a) If you are designing marketing strategy for an organization then explain how you going use search engine optimization as a tool. (05)
b) How will you enhance web traffic on your web page to get better web analytics? (05)
- Q.5 a) How does social media analytics work? (05)
b) What are the key objectives of social media analytics? (05)
- OR**
- Q.5 a) elaborate different graphs and matrices used for social media analysis. (05)
b) Write a note on affiliation and identity in social contexts. (05)
- Q.6 Discuss evolution of communities in dynamic networks. (10)
- OR**
- Q.6 a) illustrate web decomposition strategies. (05)
b) What is three-way tensor? How it is used for temporal analysis. (05)
