

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)
B.Tech. (CSBS) Sem - VII : SUMMER : 2024
SUBJECT: ADVANCED SOCIAL, TEXT & MEDIA ANALYTICS

Day : Friday
Date : 17/05/2024

S-20485-2024

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) Assume suitable data **WHEREVER** necessary.
- 4) Draw neat diagrams **WHEREVER** necessary.

- Q.1** List and briefly explain four common techniques used for text preprocessing. (10)
Explain difference between stemming and lemmatization.
- OR**
- Q.1** Discuss a real-world scenario where sentiment analysis and a text mining application can be used to gain valuable insights from customer reviews or social media data. (10)
- Q.2** How can ethical consideration like bias and privacy addressed when applying text analysis techniques to real world applications? (10)
- OR**
- Q.2** Explain the importance of sentiment analysis in social media analytics. (10)
- Q.3** Define text extraction and its significance in information retrieval. (10)
- OR**
- Q.3** Evaluate the efficiency of text extraction methods and its impact on real world applications. (10)
- Q.4** Explain the process of web crawling and indexing used by search engines to discover and organize web contents. (10)
- OR**
- Q.4** Discuss the importance of ranking algorithms in determining search engine results. (10)
- Q.5** Discuss the significance of information visualization in understanding social networks. (10)
- OR**
- Q.5** Describe the methods used for analyzing social context in Social Media Analytics. (10)
- Q.6** How do communities evolve within dynamic networks and what factors influence over their evolution? (10)
- OR**
- Q.6** Discuss the implications of temporal analysis on semantic graphs for understanding web dynamics. (10)
