

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering
End Sem Examination Dec-2023
CB3EL06 Advanced Social, Text & Media
Programme: B.Tech. Branch/Specialisation: CSBS

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Predictive text analytics tasks include- 1
(a) Prediction (b) Classification
(c) Clustering (d) All of these
 - ii. Text Mining can be used in: 1
(a) Detecting spam model (b) Predicting stock Movements
(c) None of these (d) Both (a) and (b)
 - iii. Main theme in Text Mining is: 1
(a) Linguistic (b) Theoretical
(c) Empirical (d) All of these
 - iv. What is the main challenge/s of NLP? 1
(a) Handling Ambiguity of Sentences
(b) Handling Tokenization
(c) Handling POS-Tagging
(d) All of these
 - v. If a website's search engine saturation with respect to a particular search engine is 20%, what does it mean? 1
(a) 20% of the webpages of the website have been indexed by the search engine
(b) Only 20% of the pages of the website will be indexed by the search engine
(c) 20% of the websites pages will never be indexed
(d) None of these
 - vi. Which of the following items search engines don't want? 1
(a) Keyword stuffing (b) Buying links
(c) Poor user experience (d) All of these

[2]

- vii. Search engines are used to search_____ type of information. **1**
 (a) Document (b) Videos (c) Images (d) All of these
- viii. _____ is a popular tool to block social-media websites to track your browsing activities. **1**
 (a) Fader (b) Blur
 (c) Social-Media Blocker (d) Ad-blocker
- ix. Try to keep your passwords without meaning so that _____ attack becomes almost impossible to perform successfully. **1**
 (a) Social engineering (b) Phishing
 (c) Password guessing (d) Brute force
- x. Increase your security for social media account by always _____ as you step away from the system. **1**
 (a) Signing in (b) Logging out
 (c) Signing up (d) Logging in
- Q.2 i. What is TF-IDF? **2**
 ii. What is stemming and lemmatization? **3**
 iii. Explain probabilistic models for information extraction. **5**
- OR iv. Write down any 5 text mining applications. **5**
- Q.3 i. What is clustering? **2**
 ii. Explain methods & approaches for content analysis. **8**
- OR iii. Describe simple predictive modelling. Write the difference between sentiment analysis and sentiment prediction. **8**
- Q.4 i. Why is web analytics important for company performance? **3**
 ii. What is search engine optimization? Explain web crawling and indexing. **7**
- OR iii. Write and describe web analytics tools also explain clickstream analysis and A/B testing. **7**
- Q.5 i. Explain social media analytics. **4**
 ii. What are the basic measures for individuals and networks. Explain with example. **6**

[3]

- OR iii. Give the definition of the following: **6**
 (a) Social network (b) Graph metrics
- Q.6 Attempt any two:
- i. Explain information visualization. Explain types of visualization with example. **5**
- ii. Explain random graphs and network evolution. **5**
- iii. Explain the following: **5**
 (a) Affiliation and identity (b) Social network analysis

Marking Scheme
Advanced Social ,Text and Media Analytics- CB3EL06(T)

Q.1	i	d) All of the above	1
	ii	d) Both a and b	1
	iii	c) Empirical	1
	iv	a) Handling Ambiguity of Sentences	1
	v	a) 20% of the webpages of the website have been indexed by the search engine	1
	vi	d) All of the above	1
	vii	d) Always maintain a soft copy of all your passwords in your PC	1
	viii	b) Blur	1
	ix	c) password guessing	1
	x	b) logging out	1

Q.2	i	Explanation	2 Marks	2
	ii	Explanation each	(1.5 Marks *2)	3
	iii	Explanation	-5 Marks	5
OR	iv	Any 5 Text mining applications.	(1 Mark *5)	5

Q.3	i	What is Clustering		2
		Explanation	2 Marks	
	ii	Explanation	8 Marks	8
OR	iii	Explanation	4 Marks	8
		Difference	4 Marks	

Q.4	i	Explanation	3 Marks	3
	ii	Explanation	7 Marks	7
OR	iii	Explanation	7 Marks	7

Q.5	i	Explanation	4 Marks	4
	ii	Explanation	4 Marks	6
		Example	2 marks	

OR	iii	1. Social media analytics	3 Marks	6
		2. Web crawling	3 Marks	
		Explanation each	3 marks	

Q.6	Attempt any two:		
i	Explanation	3 marks	5
	Example	2 marks	
ii	Link analysis	2 marks	5
	Random graphs	2 marks	
	Network evolution.	1 marks	
iii	a) Affiliation and identity	2.5 Marks	5
	b) Social network analysis	2.5 Marks	