

Enrollment No.....



Faculty of Engineering
End Sem (Odd) Examination Dec-2022
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. Previous probabilities in bayes theorem that are changed with help of new available information are classified as _____. **1**
 (a) Independent probabilities (b) Posterior probabilities
 (c) interior probabilities (d) Dependent probabilities
- ii. Predictive text analytics tasks include- **1**
 (a) Prediction (b) Classification
 (c) Clustering (d) All of these
- iii. Natural language processing is divided into the two subfields of - **1**
 (a) Symbolic and numeric (b) Algorithmic and heuristic
 (c) Time and motion (d) Understanding and generation
- iv. Which of the below are NLP use cases? **1**
 (a) Question answering system
 (b) Information retrieval
 (c) Text summarization
 (d) All of these
- v. In order to identify the users, web analytics tools need to report on: **1**
 (a) User sessions (b) Unique users
 (c) Page Views (d) All of these
- vi. Which of the following is a disadvantage of A/B testing? **1**
 (a) It is limited to groups that have lots of resources to get started
 (b) It is limited to simple changes
 (c) It requires lots of preparation time to get started
 (d) It requires much more traffic to get results than multivariate testing

P.T.O.

[2]

- vii. Publishing ads through Facebook would fall under which media type? **1**
 (a) Owned media, because of your Facebook Page
 (b) Social media channel
 (c) Paid media
 (d) Depends on the campaign parameters you add to your landing page link
- viii. Which of these marketing efforts would NOT be an effective use of campaign trackers? **1**
 (a) Display advertising campaigns
 (b) Email marketing campaigns
 (c) Social media campaigns
 (d) Television advertising campaigns
- ix. What would be a good way to segment your data? **1**
 (a) Segment your primary geographic market
 (b) Segment based on acquisition / behaviour / conversion dimensions
 (c) Segment based on recency, frequency, and monetary value
 (d) All of these
- x. You want to understand if users use their mobile phone to access your site. Which of the following approach is preferable? **1**
 (a) Ask "Are you using a mobile phone to access our site?" yes/no
 (b) Ask "Which type of device are you using to access our site?" with choices: desktop computer/mobile phone/tablet
 (c) Look at the report audience/mobile/overview
 (d) This cannot be known because people use multiple devices to browse the Web
- Q.2 i. What is text mining? What are the possible applications of text mining? **4**
 ii. How pre-processing techniques help in text mining? Explain with an example. **6**
 OR iii. Explain probabilistic models for information extraction. **6**

[3]

- Q.3 i. What are the methods and approaches used for content analysis? Explain with an example. **5**
 ii. How natural language processing help in content analysis? **5**
 OR iii. What is the difference between sentiment analysis and sentiment prediction? **5**
- Q.4 i. What is A/B testing? Give some examples. **5**
 ii. Explain ranking algorithms in the context of web analytics. **5**
 OR iii. Which models are available for checking web traffic? **5**
- Q.5 i. What do you mean by social media analytics? Give some examples. **4**
 ii. How graphs and matrices used for social media analytics? **6**
 OR iii. How measurement possible in social media for individual and networks? **6**
- Q.6 Attempt any two:
 i. Information visualization **5**
 ii. Network evolution **5**
 iii. Social network analysis **5**

Marking Scheme
CB3EL06 Advanced Social ,Text and Media Analytics

Q.1	i)	Previous probabilities in Bayes Theorem that are changed with help of new available information are classified as a) Independent probabilities b) Posterior probabilities (ANSWER) c) interior probabilities d) Dependent probabilities	1
	ii)	Predictive text analytics tasks include: a) Prediction b) Classification c) Clustering d) All of the above (ANSWER)	1
	iii)	Natural language processing is divided into the two subfields of - a) symbolic and numeric b) algorithmic and heuristic c) time and motion d) understanding and generation (ANSWER)	1
	iv)	Which of the below are NLP use cases? a) Speech Biometric b) Facial Recognition c) Text Summarization (ANSWER) d) Detecting object from an image	1
	v)	In order to identify the users, web analytics tools need to report on: a) user sessions (ANSWER) b) Unique users c) Page Views d) All of the above	1
	vi)	Which of the following is a disadvantage of A/B testing? a) It is limited to groups that have lots of resources to get started b) It is limited to simple changes (ANSWER) c) It requires lots of prep time to get started d) It requires much more traffic to get results than multivariate testing	1
	vii)	Publishing ads through Facebook would fall under which media type? a) Owned media, because of your Facebook Page b) Social media channel c) Paid media (ANSWER)	1

		d) Depends on the campaign parameters you add to your landing page link	
	viii)	Which of these marketing efforts would NOT be an effective use of campaign trackers? a) Display advertising campaigns b) Email marketing campaigns c) Social media campaigns d) Television advertising campaigns (ANSWER)	1
	ix)	What would be a good way to segment your data? a) Segment your primary geographic market b) Segment based on Acquisition / Behaviour / Conversion dimensions c) Segment based on Recency, Frequency, and Monetary Value d) All of the above (ANSWER)	1
	x)	You want to understand if users use their mobile phone to access your site. Which of the following approach is preferable? a) Ask "Are you using a mobile phone to access our site?" Yes/No b) Ask "Which type of device are you using to access our site?" with choices: Desktop computer/Mobile Phone/Tablet c) Look at the report Audience/Mobile/Overview (ANSWER) d) This cannot be known because people use multiple devices to browse the Web	1
Q.2	i.	What is Text Mining, and what are the possible applications of Text Mining?	2+2
	ii.	How Pre-processing techniques help in Text Mining, explain with an example.	4+2
OR	iii.	Explain Probabilistic models for Information Extraction.	6
Q.3	i.	What are the methods and approaches used for Content Analysis, explain with an example.	2+3
	ii.	Explain Natural Language Processing help for Content Analysis.	5
OR	iii.	What is the difference between Sentiment analysis and Sentiment Prediction?	5
Q.4	i.	What is A/B testing, give some examples?	3+2
	ii.	Explain Ranking algorithms in the context of Web Analytics.	5
OR	iii.	What the models you available for check Web traffic?	5

Q.5	i.	What do you mean by Social Media Analytics, give some examples	3+1
	ii.	How Graphs and Matrices used for Social Media Analytics.	6
OR	iii.	How measurement possible in social media for Individual and networks.	6
Q.6		Attempt any two:	
	i.	Information Visualization	5
	ii.	Network Evolution	5
	iii.	Social Network Analysis	5
