III B.Tech - I Semester - Regular Examinations - NOVEMBER 2024

SOCIAL MEDIA ANALYTICS (HONORS in INFORMATION TECHNOLOGY)

Duration:	3	hours
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Note: 1. This paper contains questions from 5 units of Syllabus. Each unit carries 14 marks and have an internal choice of Questions.

2. All parts of Question must be answered in one place.

BL – Blooms Level	CO – Course Outcome
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UNIT-I 1 a) Explain in detail about UX in the landscape of social network. What are its features and strategic value? L2 CO1 7 M b) Summarize the basic principles of Vector Space model in information retrieval with suitable example. L2 CO1 7 M c A A A A A A a) Explain the analytics process with a relevant example. L2 CO1 7 M				BL	СО	Max. Marks
1a)Explain in detail about UX in the landscape of social network. What are its features and strategic value?L2CO17 Mb)Summarize the basic principles of Vector Space model in information retrieval with 						IVIALKS
a) a) a) b) a) b) c) c) <td< th=""><th></th><th>1</th><th></th><th></th><th>1</th><th>1</th></td<>		1			1	1
a)strategic value?a)a)b)Summarize the basic principles of VectorL2CO17 MSpace model in information retrieval with suitable example.a)CO17 MOR2a)Explain the analytics process with a relevant example.L2CO17 Mb)What are the different types of analytics in social media? Differentiate between CMSL2CO17 M	1	a)	Explain in detail about UX in the landscape	L2	CO1	7 M
b)Summarize the basic principles of Vector Space model in information retrieval with suitable example.L2CO17 MOR2 a)Explain the analytics process with a relevant example.L2CO17 Mb)What are the different types of analytics in social media? Differentiate between CMSL2CO17 M			of social network. What are its features and			
Space model in information retrieval with suitable example. Image: Space model in information retrieval with suitable example. 2 a) Explain the analytics process with a relevant local local media? L2 CO1 7 M media b) What are the different types of analytics in local media? L2 CO1 7 M media			strategic value?			
Image: suitable example. Image: suitable example. OR 2 a) Explain the analytics process with a relevant location in example. L2 CO1 7 M in the image: constraint in the image: constra		b)	Summarize the basic principles of Vector	L2	CO1	7 M
OR 2 a) Explain the analytics process with a relevant L2 CO1 7 M example. b) What are the different types of analytics in social media? Differentiate between CMS L2 CO1 7 M example.			Space model in information retrieval with			
2 a) Explain the analytics process with a relevant L2 CO1 7 M example. b) What are the different types of analytics in social media? Differentiate between CMS L2 CO1 7 M			suitable example.			
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example. example. b) What are the different types of analytics in social media? Differentiate between CMS			OR			
b)What are the different types of analytics in social media? Differentiate between CMSL2CO17 M	2	a)	Explain the analytics process with a relevant	L2	CO1	7 M
social media? Differentiate between CMS			example.			
		b)	What are the different types of analytics in	L2	CO1	7 M
and CRM.			social media? Differentiate between CMS			
			and CRM.			
		L	1		1	<u> </u>

Max. Marks: 70

	UNIT-II			
3 a)	What is meant by stop word removal and stemming? Relate its necessity in text mining?	L3	CO2	7 M
b)	Explain the process of duplicate detection and handling with the help of an example.	L2	CO2	7 M
	OR		11	
4 a)	How HITS algorithm ranks the pages? Illustrate the steps.	L3	CO2	7 M
b)	Describe the role of eigen vectors in social network analysis with suitable examples.	L2	CO2	7 M
	UNIT-III		·	
5 a)	Outline the concept of crawler ethics and conflicts.	L2	CO3	7 M
b)	Explain the key implementation issues involved in a basic crawler algorithm.	L2	CO3	7 M
	OR			
6 a)	Explain the role of canonicalization and link extraction in web crawling.	L2	CO3	7 M
b)	Outline the concept behind universal and topical crawlers.	L2	CO3	7 M
I	UNIT-IV	L		
7 a)	Differentiate between types of spam reviews.	L2	CO4	7 M
b)	Using an example show how document sentiment classification is performed based on supervised and unsupervised learning.	L3	CO4	7 M
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a)		L2	CO4	7 M
b)		12	CO4	7 M
D)		LJ	CO4	7 M
	the basis of supervised learning mechanism.			
	UNIT-V			
a)	Explain the process of discovery and	L2	CO3	7 M
	analysis of web usage patterns. What are the			
b)		12	CO^2	7 M
0)			02	/ 191
	systems with the help of an example.			
	OR			
a)	Describe the working of KNN. How is it	L2	CO3	7 M
	useful in mining?			
b)	Explain collaborative filtering using	L2	CO2	7 M
,	association rules and matrix factorization.			
	b) a) b)	 opinion mining with steps involved. b) Outline how spam detection is performed on the basis of supervised learning mechanism. UNIT-V a) Explain the process of discovery and analysis of web usage patterns. What are the steps involved? b) Explain the principle of recommender systems with the help of an example. OR a) Describe the working of KNN. How is it useful in mining? b) Explain collaborative filtering using 	opinion mining with steps involved.Jb)Outline how spam detection is performed on the basis of supervised learning mechanism.L3UNIT-Va)Explain the process of discovery and analysis of web usage patterns. What are the steps involved?L2b)Explain the principle of recommender systems with the help of an example.L2ORa)Describe the working of KNN. How is it useful in mining?b)Explain collaborative filtering usingL2	opinion mining with steps involved.Image: Second steps involved.b)Outline how spam detection is performed on the basis of supervised learning mechanism.L3CO4UNIT-Va)Explain the process of discovery and analysis of web usage patterns. What are the steps involved?L2CO3b)Explain the principle of recommender systems with the help of an example.L2CO2ORa)Describe the working of KNN. How is it useful in mining?L2CO3CO3b)Explain collaborative filtering usingL2CO3