PVP 20

Code: 20IT6504

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

SOCIAL MEDIA ANALYTICS
(HONORS in INFORMATION TECHNOLOGY)

Duration: 3 hours Max. Marks: 70

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

			BL	CO	Max. Marks
		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
		OR			
2	a)	Explain the analytics process with a relevant example.	L2	CO1	7 M
	b)	What are the different types of analytics in social media? Differentiate between CMS and CRM.	L2	CO1	7 M

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					
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
UNIT-IV					
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
OR					

8	a)	Define opinion and state the objective of opinion mining with steps involved.	L2	CO4	7 M
	b)	Outline how spam detection is performed on the basis of supervised learning mechanism.	L3	CO4	7 M
UNIT-V					
9	a)	Explain the process of discovery and analysis of web usage patterns. What are the steps involved?	L2	CO3	7 M
	b)	Explain the principle of recommender systems with the help of an example.	L2	CO2	7 M
OR					
10	a)	Describe the working of KNN. How is it useful in mining?	L2	CO3	7 M
	b)	Explain collaborative filtering using association rules and matrix factorization.	L2	CO2	7 M