R22 Regulation *Subject code: 4E7HB*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

B.Tech VII Semester Supplementary Examinations, May 2026

WEB AND SOCIAL MEDIA ANALYTICS

(CSE(DS))

Maximum Marks: 60 Date:07.05.2026 Duration: 3 hours

Note:
1. **This question paper contains two parts A and B.**
2. **Part A is compulsory which carries 10 marks. Answer all questions in Part A.**
3. **Part B consists of 5 Units. Answer any one full question from each unit.**
4. **Each question carries 10 marks and may have a, b, c, d as sub questions.**

Part-A

All the following questions carry equal marks (10X1M=10 Marks)		Marks	CO	Bloom Tx
1.a)	What is bigdata analytics?	1M	1	BT1
b)	List the four steps managers take in making a decision.	1M	1	BT1
c)	What technologies were used in building Watson?	1M	2	BT1
d)	What are the popular application areas of text mining?	1M	2	BT1
e)	List the advantages of sentiment analysis.	1M	3	BT1
f)	What is the use of speech analytics?	1M	3	BT1
g)	List web analytics tools.	1M	4	BT1
h)	Define web mining.	1M	4	BT1
i)	What is goal seeking?	1M	5	BT1
j)	Describe social network analysis metrics	1M	5	BT1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2	Explain about changing business environment and computerized decision support.	10	1	BT5
	OR			
3	Explain the concept of a decision support system.	10	1	BT2
4	Illustrate how text mining and sentiment analysis help improve customer service performance.	10	2	BT2
	OR			
5	What is text analytics? How does it differ from text mining in detail, with an example?	10	2	BT1
6	Discuss the application of sentiment analysis in detail.	10	3	BT6
	OR			
7	List key challenges of sentiment analysis, including sarcasm, slang, and contextual ambiguity in social media text.	10	3	BT1

8	Outline the extraction of knowledge from web usage with the help of a data diagram.	10	4	BT2
	OR			
9	Illustrate how does PageRank algorithm works.	10	4	BT2
10	Discuss the role of sensitivity in improving decision quality within a management support system.	10	5	BT2
	OR			
11	Explain social network types that are relevant to business activities.	10	5	BT2