R22 Regulation *Subject code:4E7HB*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VII Semester Regular/Supplementary Examinations, October 2026

WEB AND SOCIAL MEDIA ANALYTICS

(CSE(DS))

Maximum Marks: 60 Date: 28.10.2026 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	BTL
1.a)	Define structured, unstructured, and semi-structured decisions.	1M	1	L1
b)	Differentiate Business Intelligence and Business Analytics.	1M	1	L2
c)	Differentiate Text Analytics and Text Mining.	1M	2	L2
d)	List the applications of NLP.	1M	2	L1
e)	Mention any two sources of data used for sentiment analysis.	1M	3	L2
f)	Identify the role of sentiment analysis in brand management.	1M	3	L1
g)	List the three main areas of Web Mining.	1M	4	L1
h)	What is a search engine.	1M	4	L1
i)	Define a social network.	1M	5	L1
j)	Define Sensitivity Analysis,	1M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
2	a) Describe the Business Pressures–Responses–Support Model with a neat diagram and explain its components b) Discuss the importance of Big Data Analytics in modern organizations.	5M 5M	1	L2 L2
	OR			
3	a) Illustrate how descriptive, predictive, and prescriptive analytics are applied in vaccine supply chain management. b) Explain the concept of Decision Support Systems (DSS) and discuss its features and objectives.	5M 5M	1	L3 L2
4	a) Discuss the challenges associated with the implementation of NLP. b) Explain popular software tools used for text mining.	5M 5M	2	L2 L2
	OR			
5	Explain the Text Mining Process with a neat diagram.	10M	2	L3
6	Explain Multi-Step Sentiment Analysis Process.	10M	3	L2

	OR			
7	a) Define speech analytics? How does it relate to sentiment analysis. b) Sentiment analysis be used for brand management justify your answer.	5M 5M	3	L2 L2
8	Discuss the Structure of Internet Search Engine with a diagram.	10M	4	L3
	OR			
9	a) List the popular Web analytics tools. b) Discuss the categories of Web analytics metrics.	5M 5M	4	L1 L2
10	a) State the uses of Social Media Analytics for businesses. b) Discuss types of sensitivity analyses	5M 5M	5	L2 L2
	OR			
11	a) Explain the characteristics of social and industrial media. b) Explain why a manager might use goal seeking.	5M 5M	5	L2 L2