



B.Tech VII Semester Regular Examinations, November 2025

WEB AND SOCIAL MEDIA ANALYTICS

(CSE(DS))

Maximum Marks: 60

Date: 26.11.2025

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	BloomTx
1.a)	Define a Decision support system	1M	1	BT1
b)	What is the importance of business analytics	1M	1	BT1
c)	What is text analytics? How does it differ from text mining	1M	2	BT1
d)	List text mining applications	1M	2	BT1
e)	Mention the applications of sentiment analysis	1M	3	BT1
f)	Write the challenges of sentiment analysis	1M	3	BT1
g)	Define web mining	1M	4	BT1
h)	Define web structure mining.	1M	4	BT1
i)	What are the advantages of prescriptive analytics	1M	5	BT1
j)	List any two best practices in social media analytics	1M	5	BT1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BloomTx
2	Explain the business pressure-responses-support model. OR	10M	1	BT5
3	Illustrate three types of analytics in detail.	10M	1	BT2
4	Explain briefly about the story of Watson. OR	10M	2	BT6
5	Summarize the challenges and benefits of natural language processing.	10M	2	BT2
6	Illustrate how sentiment analysis enables businesses to interpret customer emotions across various platforms, including social media and e-commerce reviews. OR	10M	3	BT2
7	Describe the sentiment analysis process with suitable examples from customer feedback applications.	10M	3	BT1
8	Discuss search engine optimization and commonly used methods in detail.	10M	4	BT6

	OR			
9	Explain the simple taxonomy of web mining.	10M	4	BT5
10	a) Compare "What-if Analysis "and Goal Seeking and discuss when each is most suitable in management problem-solving. b) Explain about social network analysis.	6M 4M	5	BT2
	OR			
11	a) Summarize how social network analytics helps telecommunication firms. b) Explain social media analytics.	6M 4M	5	BT2