

Code No.: DS853PE

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H.T.No.

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CMR ENGINEERING COLLEGE: : HYDERABAD
UGC AUTONOMOUS

IV–B.TECH–II–Semester End Examinations (Advanced Supply) – June- 2025

ADVANCED TEXT AND MEDIA ANALYSIS

(CSD)

[Time: 3 Hours]

[Max. Marks: 70]

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 20 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART-A

(20 Marks)

1. a) Name two types of attribution models. [2M]
- b) How can Excel be used in social media analysis? [2M]
- c) How do you prioritize insights based on business objectives? [2M]
- d) What is the importance of providing context for insights? [2M]
- e) What is the difference between a population and a sample? [2M]
- f) How do you calculate a confidence interval in R? [2M]
- g) How do text mining software tools handle tasks such as text preprocessing and feature extraction? [2M]
- h) What role does text mining play in sentiment analysis and opinion mining? [2M]
- i) What are some common data mining algorithms used in predictive analytics? [2M]
- j) What is SVD, and how is it used in text mining? [2M]

PART-B

(50 Marks)

2. Describe different attribution models and their significance in measuring campaign effectiveness. [10M]

OR

3. List and explain the key challenges businesses face in social media analytics, and how can they overcome them. [10M]

4. Describe the process of conducting a brand lift studies, including measurement and analysis. [10M]

OR

5. Explain how to create a comprehensive social media analytics report. [10M]

6. Elaborate the purpose of regular expressions in text analysis. [10M]

OR

7. Explain how to use R to perform hypothesis testing and interpret the results. [10M]

8. Describe the history of the Text Mining. [10M]

OR

9. List and explain the three common text mining software tools. [10M]

10. Explain the future of text and web analytics. [10M]

OR

11. Discuss the Text classification and categorization. [10M]
