CMR ENGINEERING COLLEGE: : HYDERABAD
UGC AUTONOMOUS
IV–B.TECH–II–Semester End Examinations (Regular) – April - 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) What is social media analytics?   [2M]
   b) What is the difference between reach and impressions?   [2M]
   c) What is the purpose of conditional formatting in Excel?   [2M]
   d) What is the purpose of reporting social media analytics?   [2M]
   e) How do you use the foreach package in R to perform parallel loops?   [2M]
   f) What is the purpose of regular expressions in text analysis?   [2M]
   g) How is text mining used in marketing and customer service?   [2M]
   h) What are some current trends and future directions in text mining?   [2M]
   i) How is text classification evaluated, including the use of metrics such as precision   [2M]
      and recall?
   j) How will natural language processing (NLP) impact text and web analytics? [2M]

PART-B   (50 Marks)

2. Explain the importance of setting goals and benchmarks in social media analytics.   [10M]
   OR
3. How can Excel be used to track and analyze social media performance? Explain   [10M]

4. Discuss the importance of data visualization in Excel and provide examples of   [10M]
   different chart types.
   OR
5. Describe the process of making actionable recommendations based on data   [10M]
   analysis results.

6. Discuss the importance of data quality and how it is ensured in research design.   [10M]
   OR
7. Explain how to use parallel programming in R to analyze large-scale data   [10M]
   structures.

8. List and explain the Applications and Use Cases for Text Mining.   [10M]
   OR
9. Describe the key steps involved in the text mining methodology,   [10M]

10. Explain the Singular Value Decomposition (SVD) in Text Mining.   [10M]
    OR
11. Discuss the Data Mining Algorithms for Predictive Analytics.   [10M]

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