Roll No……

GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida
FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM -)

Subject Name: Text and Sentiment Analytics — Time: **02.00 hrs**
Sub. Code: PGIT 52 — Max Marks: **40**

INSTRUCTIONS
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1. **All questions are to be solved using Jupyter notebook on individual Computers/LAPTOPS.**
   - **The first Cell (of jupyter note book) : Enter Subject Name, Date, Course & Session (PGDM 2021-23), SEMESTER, Student's Name, ROLL NUMBER on top eg. # Subject Name, # Date and so on**
   - **Use One file and write # Question number before starting each question**
   - **Save the file using your full name and Roll Number for example (Name_GM-----) with .ipynb extension and submit the soft copies using a PD. Each student to carry his/ her own Pen Drive (PD).**
   - **Sharing of PD for submitting final ANSWER / SOLUTION is not allowed and would lead to cancellation of the answers submitted.**
2. **During examination, no student is allowed to use mobile phones/Smart watch/Internet in any conditions.**
3. **Data sheets (.csv file/Excel) will be provided as a soft copy on the Desktops/Laptops**

All questions are compulsory and carry equal marks **[8 Marks x 5=40 Marks]**

CO-1	Develop understanding towards Text and Sentiment Analytics
CO-2	Develop requisite analysis technique for mining unstructured text data
CO-3	Inspect high quality information from text data (social media or otherwise)
CO-4	Discover Text analytics features by implementing in business functions

SECTION - A

Questions	CO	Bloom's Level
Q.1 Use the dataset in "**Restaurant Review. tsv**" file to review positive and negative feedback using Python code. Each step must be specified in the code sheet **(A)** Import the libraries and dataset **(B)** Pre-process the text data (**C)** Use a predictive method **(D)** Analyze the results	CO1, CO2, CO3, CO4	L3,L4,L5

SECTION – B

Questions	CO	Bloom's Level
Q. 2: (A). Describe in detail, the steps of text analytics taking one example for each step. **Q. 2: (B).** How Text analytics can be used in advertisement agencies? Discuss its advantages also.	CO1	L3
Q. 3: Use the dataset in "**Restaurant Review. tsv**"" file and visualize a word	CO2	

cloud of positive and negative feedback in python code.		L3
Q. 4: Use **"tweet_data.csv"** dataset and custom tokenize a randomly picked tweet from the data.	CO3	L3,L4,L5
SECTION - C		
Questions	**CO**	**Bloom's Level**
Q. 5 Use **"emails.csv"** dataset , apply Naïve Bayes model after preprocessing the data and analyze the confusion matrix. Write the predictive analysis through confusion matrix.	CO4	L4

COs	Marks Allocated
CO1	10
CO2	10
CO3	10
CO4	10