

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.
M.Sc. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - II
20PCSET2SA2 - Social Network Analysis

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Differentiate Social network and Link analysis.
2. What are the several faces of power?
3. Write a short note on Information diffusion.
4. Discuss about working with 2-mode data.
5. What are sever logs? Discuss.
6. Explain about hierarchical clustering.
7. Give an overview about big data.
8. Discuss about simple dynamic model in python.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Discuss in detail about graph traversals with appropriate examples.
10. Explain about Cliques.
11. Explain about 2 mode networks.
12. Explain Twitter data collection with appropriate case study.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Explain in detail about centrality with suitable examples.