

**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 EXAMINATIONS APRIL - 2022

SEMESTER - II

20PCSET2SA2 - Social Network Analysis

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Explain the different types of relationships that act as a central concept in SNA.
2. Analyze the features of social networks and Link Analysis.
3. Interpret the role of Centrality in analyzing social networks.
4. Define triads. Explain its features.
5. Elucidate how information shapes networks.
6. Classify the different file formats supported by Social Network Analysis.
7. Describe the functionality of Map Reduce Computational framework.
8. Illustrate with an example how to extract rich data source using Twitter data collection.

Section B

Part A

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

9. Illustrate the Depth-first Traversal and Breadth-first Traversal algorithms with an example.
10. How will you locate Cliques in a social network?
11. Justify the importance of 2-mode network in analysing the social networks.
12. Criticize the various social media sites that serve as an excellent source of SNA data.

Part B

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

13. Assess the various characteristics of big Data capable database systems.
