



D Y PATIL
DEEMED TO BE
UNIVERSITY
RAMRAO ADIK
INSTITUTE OF TECHNOLOGY
AND MANAGEMENT

RAMRAO ADIK INSTITUTE OF TECHNOLOGY, NERUL

(D Y Patil Deemed to be University)

8 DEC 2023

Program: Computer Engg

End Semester Examination: B.Tech.

Course Code: CEHDC601

Course Name: Social Network Analysis (SNA)

Semester VI

Time: 2 hour

Max. Marks: 60

Instructions: 1. All three questions are compulsory

Que. No.	Question	Max. Marks	CO	BT
Q1	Solve any Four			
i)	Explain three levels of Social Network Analysis.	5	CO1	BT3
ii)	With the help of examples illustrate what is degree distribution and density with respect to social networks.	5	CO2	BT4
iii)	Briefly comment on all social media actions.	5	CO3	BT3
iv)	Discuss privacy concerns related with location analytics.	5	CO4	BT4
v)	What is automated recommendation system, illustrate with the help of an example.	5	CO5	BT4
vi)	Analyze how measuring success is done with the help of social media.	5	CO6	BT4

Que. No.	Question	Max. Marks	CO	BT
Q2 A	Solve any One			
i)	With the help of 3 examples elaborate how SNA is useful in real life.	10	CO1	BT5
ii)	Explain steps needed to formulate a social media strategy.	10	CO5	BT3
Q2 B	Solve any One			
i)	Describe various ways of classification of social network,	10	CO2	BT3
ii)	Evaluate benefits of utilizing social media for business purposes.	10	CO6	BT5

Que. No.	Question	Max. Marks	CO	BT
Q3	Solve any Two			
i)	Explain search engine analytics in detail.	10	CO4	BT3
ii)	Explain the purpose and steps of text analytics.	10	CO3	BT3
iii)	Analyze how hyperlinks analytics is done for social networks.	10	CO3	BT4

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Course Outcomes (CO) -Learner will be able to:

CO1: Understand the concept of Social network

CO2. Understand the concept of social network Analytics and its significance.

CO3. Learners will be able to analyse the effectiveness of social media.

CO4. Learners will be able to use different Social network analytics tools effectively and efficiently



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CO5. Learners will be able to use different effective Visualization techniques to represent social network analytics

CO6. Acquire the fundamental perspectives and hands-on skills needed to work with social media data.

BT1- Remembering, BT2- Understanding, BT3- Applying, BT4- Analyzing, BT5- Evaluating, BT6- Creating

Ques. No.	Question	Max. Marks	CO	BT
vi)	Analyze how meaningful success is done with the help of social media	2	CO5	BT4
vi)	With the help of an example, What is automated recommendation system. Evaluate	2	CO5	BT4
vi)	Discuss privacy concerns related with location analytics	2	CO4	BT4
vi)	Briefly comment on all social media actions.	2	CO5	BT3
ii)	With the help of examples illustrate what is degree distribution and density with respect to social network.	2	CO5	BT4
ii)	Explain three levels of Social Network Analysis.	2	CO1	BT3
Q1	Solve any four			

Ques. No.	Question	Max. Marks	CO	BT
ii)	Evaluate benefits of utilizing social media for business purposes	10	CO6	BT5
i)	Describe various ways of classification of social network.	10	CO5	BT3
Q2	Solve any One			
ii)	Explain steps needed to formulate a social media strategy.	10	CO5	BT3
i)	With the help of 2 examples elaborate how SNA is useful in real life.	10	CO5	BT3
Q3	Solve any One			

Ques. No.	Question	Max. Marks	CO	BT
iii)	Analyze how hypothesis analytics is done for social networks.	10	CO5	BT4
ii)	Explain the purpose and steps of text analytics.	10	CO5	BT3
i)	Explain search engine analytics in detail.	10	CO4	BT3
Q3	Solve any Two			

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