



Program: Computer Engg
End Semester Examination: B.Tech.
Course Code: CEMDC601
Time: 2 hour

Semester VI
Course Name: SNA
Max. Marks: 60

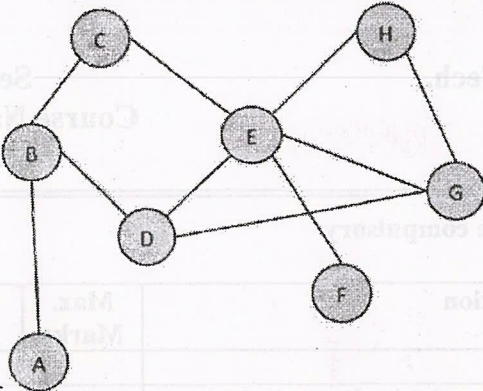
Instructions: 1. All three questions are compulsory

Que. No.	Question	Max. Marks	CO	BT
Q1	Solve any Four			
i)	Brief some main challenges to social media analytics?	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)	What is hyperlink environment analysis?	5	CO3	BT3
iv)	Elaborate the main applications of social media data-driven location analytics?	5	CO4	BT6
v)	Enlist some common social media risks.	5	CO5	BT4
vi)	Discuss the limitations of social media analytics.	5	CO6	BT4

Que. No.	Question	Max. Marks	CO	BT
Q2 A	Solve any One			
i)	Briefly explain the seven layers of social media data. Support your answer with examples.	10	CO1	BT5
ii)	Explain the steps needed to formulate a social media strategy.	10	CO5	BT3
Q 2 B	Solve any One			
i)	a. Create an adjacency list for this graph. b. Create an adjacency matrix for this graph c. What is the length of the shortest path from node A to node F? d. What is the largest clique in this network? e. Draw the 1.5 ego network for node E. Are there any hubs in the network? If so, which node(s) and why is it a hub?	10	CO2	BT6



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ii)	Discuss the impact of social media on the public sector.	10	CO6	BT5

Que. No.	Question	Max. Marks	CO	BT
Q3	Solve any Two			
i)	Explain the two main categories of search engine analytics.	10	CO4	BT3
ii)	Briefly list and define different actions performed by social media users.	10	CO3	BT4
iii)	Explain the typical social media text analysis steps.	10	CO3	BT4

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

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