SEM VI | CO | 31 | CEMDC601

3 1 MAY 2024

D Y PATIL UNIVERSITY
RAMRAO ADIK
INSTITUTE OF TECHNOLOGY
NAVI MUMBAI

RAMRAO ADIK INSTITUTE OF TECHNOLOGY, NERUL
(D Y Patil Deemed to be University)

Program: Computer Engineering
End Semester Examination: B.Tech. Semester VI
Course Code: CEMDC601 Course Name: Social Network Analysis (SNA)
Time: 2 hours
Max. Marks: 60

==

Instructions: 1. All three questions are compulsory

Que. No.	Question	Max. Marks	CO	BT
Q1	Solve any **Four**			
i)	With the help of three examples elaborate Graph Visualization tools for social network analysis.	5	CO1	BT5
ii)	Discuss the significance of social media in real life.	5	CO2	BT3
iii)	What is hyperlink environment analysis?	5	CO3	BT3
iv)	Elaborate the categories of Search Engine Analytics.	5	CO4	BT6
v)	Illustrate social media alignment matrix.	5	CO5	BT3
vi)	Discuss the limitations of social media analytics.	5	CO6	BT4

Que. No.	Question	Max. Marks	CO	BT
Q2 A	Solve any **Two**			
i)	Brief the Three levels of social network analysis.	5	CO1	BT3
ii)	With the help of example illustrate what is Hub, Router, Bridges and Sub networks.	5	CO2	BT4
iii)	Briefly comment on all social media actions.	5	CO3	BT3
iv)	Elaborate the main applications of social media data-driven location analytics?	5	CO4	BT6
Q 2 B	Solve any **One**			
i)	Enlistand brief the seven layers of social media analytics.	10	CO1	BT5
ii)	Describe Visualizing Network features and Scale Issues.	10	CO2	BT3

Que. No.	Question	Max. Marks	CO	BT
Q3	Solve any **Two**			
i)	Explain the purpose and steps of text analytics.	10	CO3	BT3
ii)	Explain the two main categories of search engine analytics.	10	CO4	BT3
iii)	Discuss the impact of social media on the public sector.	10	CO6	BT5

==

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

RAMRAO ADIK INSTITUTE OF TECHNOLOGY, NERUL
(D Y Patil Deemed to be University)

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

Que. No.	Question	Max. Marks	CO	BT
Q1	**Solve any Four**			
i)	With the help of these examples elaborate Graph Visualization tools for social network analysis.	5	CO1	BT5
ii)	Discuss the significance of social media in real life.	5	CO2	BT3
iii)	What is hyperlink environment analysis?	5	CO3	BT3
iv)	Elaborate the categories of Search Engine Analytics.	5	CO4	BT6
v)	Illustrate social media alignment matrix.	5	CO5	BT3
vi)	Discuss the limitations of social media analytics.	5	CO6	BT4

Que. No.	Question	Max. Marks	CO	BT
Q2 A	**Solve any Two**			
i)	Brief the Three levels of social network analysis.	5	CO1	BT3
ii)	With the help of example illustrate what is Hub, Router, Bridges and Sub networks.	5	CO2	BT4
iii)	Briefly comment on all social media actions.	5	CO3	BT3
iv)	Elaborate the main applications of social media data-driven location analytics?	5	CO4	BT6
Q2 B	**Solve any One**			
i)	Understand brief the seven layers of social media analytics.	10	CO1	BT5
ii)	Describe Visualizing Network features and Scale Issues.	10	CO2	BT3

Que. No.	Question	Max. Marks	CO	BT
Q3	**Solve any Two**			
i)	Explain the purpose and scope of text analytics.	10	CO3	BT3
ii)	Explain the two main categories of search engine analytics.	10	CO4	BT5
iii)	Discuss the impact of social media on the public sector?	10	CO6	BT5

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 analyze the effectiveness of social media.

CO4: Learner 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.