

D 130680**(Pages : 2)****Name.....****Reg. No.....****FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2025**

Data Science and Analytic

SDC 5DS 22—SOCIAL NETWORK ANALYSIS

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer **all** the questions.
Each question carries 2 marks.*

1. Define social network analysis.
2. Mention the applications of SNA.
3. What is instant messaging ?
4. Define WWW.
5. Define graph theoretic notation.
6. Define Podcasts.
7. What is FOAF ontology ?
8. What is centrality measure in social network ?
9. What is the actor level of social network ?
10. Define the term RDF.
11. What are Blogs ?
12. What is OWL in social network ?
13. What are electronic discussion networks ?
14. Define personal networks.
15. Give examples for synchronous conversion ?

(Ceiling = 25 marks)

Turn over

Section B

*Answer **all** the questions.
Each question carries 5 marks.*

16. Explain degree centrality.
17. Explain the concept of collaborative authoring.
18. Examine the timing of reasoning and the method of representation.
19. Explain the features of algebraic notations for social data.
20. Explain core periphery structure.
21. Explain the development of social network analysis.
22. Explain the concept of reasoning with instance equality.
23. Explain backward chaining.

(Ceiling = 35 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

24. Explain Pajek and UCINET, GraphML.
25. Explain the ontological representation of social relationship.
26. Explain how the Communities in Social Networks can be detected ?
27. Explain different social media with examples based on different types of conversation.

(2 × 10 = 20 marks)