



QP CODE: 23002947



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Reg No :

Name :

M Sc DEGREE (CSS) EXAMINATION, MARCH 2023

Third Semester

Faculty of Science

M Sc Artificial Intelligence

Elective - AI800301 - DATA SCIENCE - SOCIAL MEDIA MINING

2020 ADMISSION ONWARDS

D697B87C

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is a weighted graph ? Give an example
2. Where is Dijkstra's Algorithm used?
3. What is Group Centrality?
4. Write short note on Transitivity.
5. What do you mean Node Reachability?
6. Define Hierarchical communities.
7. What is Intervention?
8. What is epidemics?
9. What is user-based collaborative filtering.?
10. What is evaluating ranking of Recommendations.?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. What are the common notation used in graphs in social media mining?
12. Write short note on : a). Degree Centrality b). Eigenvector Centrality





13. Differentiate blue balanced community and Robust community.
14. Define Graph Densification, Diameter shrinkage.
15. What are the two measuring influence?
16. Explain modeling influence in explicit networks
17. What are the challenges of social media recommendation?
18. Explain A behavior Analysis Methodology.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. What is a graph ? How to represent a graph? Explain in detail
20. Explain in detail about a). modeling real world network b).Small- World Model
21. Explain briefly about community analysis and social communities with examples.
22. Explain methods of social similarity

(2×5=10 weightage)

