

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – NETWORKING AND MOBILE APPLICATION

MAJOR ELECTIVE COURSE – II SOCIAL NETWORK ANALYSIS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 In marketing, the Propinquity Effect suggests that people are more likely to develop relationships with:
(i) Those they frequently interact with
(ii) Those who live in different countries
(iii) Those they have never met before
(iv) Those with the highest social status
- 2 In team management, a highly cohesive group is likely to:
(i) Face more conflicts and disagreements
(ii) Have no impact on productivity
(iii) Disband quickly due to internal competition
(iv) Work well together and achieve higher performance
- 3 In small group social networks, what role does a "central node" play?
(i) Does not interact with other members
(ii) Disrupts communication in the group
(iii) Acts as a key influencer, connecting multiple members
(iv) Remains isolated from other members
- 4 What is a key factor that affects the speed of diffusion in a network?
(i) The number and strength of connections between individuals
(ii) The physical size of the network nodes
(iii) The randomness of the network structure
(iv) The absence of communication channels
- 5 In business ethics, a conflict of interest occurs when:
(i) An employee follows company policies
(ii) Personal interests interfere with professional duties
(iii) A company hires a new manager
(iv) A business expands into new markets

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Describe Network as Information Maps.
OR
b What is the use of Following Terms?
I. Propinquity
II. Homophily
- 7 a Recall the terms of CLIQUE and CLUSTER.
OR
b Give few Safety measures in Social Networks.
- 8 a Mention the functions of Primary Group.
OR
b Examine the Clustering in Social Networks.

Cont...

- 9 a State the Tipping Points in Networks.
OR
b How does the Threshold Criteria is identified to influence the Social Networks.
- 10 a Relate the Network as a Research Paradigm.
OR
b Define the Krohn's Network Theory of Delinquency.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Differentiate between Leaders and Followers in Social Media.
OR
b Briefly explain the Roles and Position in Whole Social Networks.
- 12 a Focus on Segmenting Network from the Point of View of Observer.
OR
b Focus on Segmenting Groups on Basis of Cohesion.
- 13 a Analyze how to find the Informal System.
OR
b Infer the Skewed Distribution of The Small World, Circles and Communities.
- 14 a Explain about the Epidemiology and Network Diffusion.
OR
b Summarize the Basic Model of Influence and Decision Making.
- 15 a Compare the Influence of Personal Network on Delinquency and Crime.
OR
b Elaborate in detail about the Peer Influence and Diffusion in Peer Network.

Z-Z-Z

END