

Unit 14 - Week 12

Course outline

How does an NPTEL online course work?

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Week 12

Lecture 61 : Social Network Analysis and Excel Dashboards

Lecture 62 : Social Network Analysis and Excel Dashboards (Contd.)

Lecture 63 : Social Network Analysis and Excel Dashboards (Contd.)

Lecture 64 : Social Network Analysis and Excel Dashboards (Contd.)

Lecture 65 : Social Network Analysis and Excel Dashboards (Contd.)

Lecture 66 : Social Network Analysis and Excel Dashboards (Contd.)

Lecture Material

Week 12 Feedback Form

Quiz : Assignment 12

Details Solution

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Live Interactive Session

Assignment 12

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-22, 23:59 IST.

1) _____ is the process of investigating social structures through the use of networks and graph theory.

- a. Sentiment analysis
- b. Conjoint analysis
- c. Social network analysis
- d. All of the above

- a.
- b.
- c.
- d.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

2) _____ are the individual actors within the networks, and _____ are the relationships between the actors

- a. Nodes, ties
- b. Ties, nodes
- c. Nodes, points
- d. None of these

- a.
- b.
- c.
- d.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

3) xgraph is a library collection for creating and manipulating graphs and analyzing networks.

- a. True
- b. False

- a.
- b.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

4) _____ function retrieve or set the column names of matrix.

- a. colnames()
- b. column.name()
- c. both a and b
- d. None of the above

- a.
- b.
- c.
- d.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

5) simplify can't remove the loop from a graph. It just smoothen the graph.

- a. True
- b. False

- a.
- b.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

6) The idea of a *Fruchterman-Reingold* Algorithm is to consider a force between any two nodes.

- a. True
- b. False

- a.
- b.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

7) _____ aims to provide interactive visualizations and business intelligence capabilities with an interface simple enough for end users to create their own reports and dashboards.

- a. Tableau Desktop
- b. Power BI
- c. QlikView
- d. All of the above

- a.
- b.
- c.
- d.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

8) The following technique can be used to find the impact of product features of consumer utility

Options:

- a. Social network analysis
- b. RFM
- c. Market Basket Analysis
- d. None of the above

- a.
- b.
- c.
- d.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

9) Pivot table arrange and rearrange statistics in order to draw attention to useful information

- a. True
- b. False

- a.
- b.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

10) Social network analysis can be used to find the potential influencer in a closed network

- a. True
- b. False

- a.
- b.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.