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Question Paper Code: 59872A

B.E. / B.Tech. DEGREE EXAMINATION, APRIL 2019

Open elective

Civil Engineering

15UIT972- SOCIAL NETWORKS

(Common to CSE, ECE, EEE, EIE, Mechanical, Chemical)

(Regulation 2015)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (5x 1 = 5 Marks)

1. Which of the following is the most popular social networking site on the internet? CO1- R
(a) MySpace (b) Facebook (c) Orkut (d) Friendster
2. Websites used for building network with friends and relatives is called as ____ CO2- R
(a) E-Commerce (b) Net Banking (c) Social Networking (d) Blogging
3. 123456What feature does LinkedIn offer for pay accounts? CO3- R
(a) Ability to post pictures
(b) Increased abilities to connect directly and send messages to people
(c) Ability to post in Groups and create a Group
(d) Ability to block users
4. What is one measure a company can use to validate the usefulness of its video posts on YouTube? CO4- R
(a) The number of followers (b) The amount of views of the video
(c) The number of videos the company has up (d) The sales volume of the company
5. Which of the following are podcasts least likely to target? CO5- R
(a) Sales (b) Branding (c) Customer loyalty (d) Customer delivery

PART – B (5 x 3= 15 Marks)

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| 6. | Write the available social networking services? | CO1-U |
| 7. | What are Structural Properties of a Network? | CO2- R |
| 8. | Define complete networks. | CO3- R |
| 9. | Define balanced outcomes. | CO4- U |
| 10. | Define information cascade. | CO5- U |

PART – C (5 x 16= 80Marks)

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| 11. | (a) Explain different sources of network data with examples. | CO1- U | (16) |
| | Or | | |
| | (b) Explain types of networks with examples. | CO1- U | (16) |
| 12. | (a) Describe the Representation of Network Positions with examples. | CO2- U | (16) |
| | Or | | |
| | (b) Summarize structural and locational properties to find the roles and network positions. | CO2- U | (16) |
| 13. | (a) Web 2.0+semantic web=web 3.0? Justify. | CO3- Ana | (16) |
| | Or | | |
| | (b) Analyze the concepts of whatsapp data using R Tool. | CO3- Ana | (16) |
| 14. | (a) Explain Markets and Strategic Interaction in Networks with suitable examples. | CO4- U | (16) |
| | Or | | |
| | (b) Explain Network Models of Markets with Intermediaries with example. | CO4- U | (16) |
| 15. | (a) Explain Advanced Materials for Positive Externalities. | CO5- U | (16) |
| | Or | | |
| | (b) Explain Advanced Materials for Positive Externalities. | CO5- U | (16) |