

Reg. No. :

--	--	--	--	--	--	--	--	--	--

Question Paper Code: 59872

B.E. / B.Tech. DEGREE EXAMINATION, SEP 2020

Open elective

Civil Engineering

15UIT972- SOCIAL NETWORKS

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

(Regulation 2015)

Duration: One hour

Maximum: 30 Marks

PART A - (6 x 1 = 6 Marks)

(Answer any six of the following questions)

1. Who founded Facebook? CO1- R
(a) Mark Zuckerberg (b) Matt Mullenweg
(c) Bill Gates (d) Steve Chen
2. Who founded MySpace? CO1- R
(a) Tom Anderson (b) Rupert Murdoch (c) Will De Wolfe (d) Marc Andressen
3. Google is an example of _____. CO2- R
(a) Entertainment (b) Search Engine (c) Social network (d) None of the above
4. Websites used to sell and buy something are categorized CO2- R
(a) Search Engine (b) E-Commerce website
(c) Social networking sites (d) Entertainment sites
5. 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
6. What is “wiki”? CO3- R
(a) Form of blogging
(b) A social networking site
(c) Interconnected and user generated knowledge management systems
(d) A tool for posting to social media networks

7. What 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
8. What is meant by “Marketing Creative”? CO4- R
- (a) The employees in the marketing department
 - (b) The content for marketing and its creative aspect
 - (c) The methods used to distribute marketing material
 - (d) The branding image of the company
9. What is “guerilla marketing”? CO4- R
- (a) Marketing geared towards animal lovers
 - (b) Marketing which relies on time and energy rather than a large dollar budget
 - (c) Aggressive sales techniques
 - (d) Marketing using a large scale national budget
10. 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

PART – B (3 x 8 = 24 Marks)

(Answer any Three of the following questions)

11. Analyze the different data sources used in social networks. CO1- U (8)
12. Describe centrality and centrality measures with an example. CO2- U (8)
13. Explain about key concepts and measures in network analysis. CO2- U (8)
14. Explain Modeling social and economic exchange in networks. CO3- U (8)
15. Explain Bargaining and Power in Networks with suitable example. CO4- U (8)