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**Question Paper Code: 59872**

B.E./B.Tech. DEGREE EXAMINATION, NOV2018

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 - (5 x 1 = 5 Marks)

1. Who founded Facebook? CO1- R  
(a) Mark Zuckerberg    (b) Matt Mullenweg    (c) Bill Gates    (d) Steve Chen
2. Google is an example of \_\_\_\_\_. CO2- R  
(a) Entertainment    (b) Search Engine    (c) None of these    (d) Social network
3. 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
4. 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
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-R  |
| 7. Define Subgroup.   | CO2- R |
| 8. List out some applications of social network analysis.   | CO3 -R |
| 9. Which challenges does content marketing present for you? | CO4- R |
| 10. List out the tools for social network analysis.         | CO5- R |

PART – C (5 x 16= 80 Marks)

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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) Explain centrality and centrality measures with an example                     | CO2- U | (16) |
| Or   |        |      |
| (b) Explain Cohesiveness of Subgroups with an example.                                 | CO2- U | (16) |
| 13. (a) Compare any two social media with real time applications .Justify your answer. | CO3 -U | (16) |
| Or   |        |      |
| (b) Discuss the business applications of Social Network Analysis.                      | CO3 -U | (16) |
| 14. (a) Explain Markets and Strategic Interaction in Networks with suitable examples.  | CO4- U | (16) |
| Or   |        |      |
| (b) Explain Bargaining and Power in Networks with suitable example.                    | CO4- U | (16) |
| 15. (a) Describe the effect of search tools and recommendations for network dynamics.  | CO5 -U | (16) |
| Or   |        |      |
| (b) Explain network effects with an example.   | CO5 -U | (16) |