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Question Paper Code: 99C78

B.E./B.Tech. DEGREE EXAMINATION, MAY 2024

Open Elective

Civil Engineering

19UCB978 SOCIAL NETWORK ANALYSIS

(Common to CSE ECE, EEE, EIE, Mechanical, IT, Chemical, Agri, Bio medical, & Biotechnology branches)

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 1 = 10 Marks)

1. Who is owner of Google?. CO1-U
(a) Sergey Brin and Larry Page (b) Steve Chen Jawed Karim,
(c) Mark belly, Chad Hurley, (d) none of the above
2. Who is CEO of Tiktak?. CO1-U
(a) Shou Zi Chew (b) Steve Chen (c) Mark belly (d) none of the above
3. _____provide a way to have the security such that if one security CO1-U
fails then it will have the model that will support it.
(a) Simplicity (b) Defence in Depth (c) Fail-safe Stance (d) Understand
4. Who is father of Blogging? CO1-U
(a) Justin hall (b) Steve Chen (c) Mark belly, (d) none of the above
5. _____represents the amount of disappeared, appeared, merged and split CO1 U
URLs per unit time. A stable community on a topic is the best starting point
for finding interesting changes around the topic.
(a) Growth Rate (b) Stability (c) Evolution Metrics (d) none of the above
6. List out the changes in web community CO1-U
(a) emerge, dissolve, split, merge, Growth and Shrink (b) emerge, dissolve, split, merge
(c) emerge, dissolve, Growth and Shrink (d) none of the above

7. List out the category for feature set construction in link prediction social network CO1-U
 (a) node neighborhood (b) path based (c) none of the above (d) both a & b
8. First challenge for supervised link prediction CO1-U
 (a) snawkess (b) skewness (c) extreme class of skewness (d) none
9. List out the emotion occur in datasets CO1-U
 (a) surprise (b) sadness (c) thankfulness (d) all of the above
10. Who is CEO of twitter? CO1-U
 (a) Jack Dorsey (b) Elon musk (c) Evan Williams (d) Mark belly

PART – B (5 x 2= 10Marks)

11. What are the levels of Social Network analysis? CO1-U
12. List out the Applications of Random Walks on Graphs? CO1-U
13. List out the attributes are used to represent how many URLs the focused community obtains or loses? CO1-U
14. List out the mechanism used in homophily CO1-U
15. Mention the filters in datasets CO1-U

PART – C (5 x 16= 80Marks)

16. (a) What is the purpose of Semantic Web? how to explain about the Semantic web? CO1-U (16)
 Or
 (b) Why is HTML used in Semantic web? How to Explain about the Html Forms? CO1-U (16)
17. (a) Design a table with Student Mark list Using Html and External CSS CO2-App (16)
 Or
 (b) Design a table EB Bill Form Using Html and internal CSS CO2-App (16)
18. (a) Describe in detail about the aggregating and reasoning with social network data with respect to on the notion of equality CO1- U (16)
 Or
 (b) What is a Web Community? How will extract the evolution of Web Community from a series of Web Archives? CO1- U (16)

19. (a) Describe the Link Prediction in Social Networks CO1- U (16)
Or
(b) Explain about brief in Feature based Link Prediction CO1- U (16)
20. (a) Describe in detail about the Emotion model CO1- U (16)
Or
(b) Write a shorts note on New Linguistic Approach to Assess the Opinion of Users in Social Network Environments CO1- U (16)

