C

Reg. No. :

Question Paper Code: 99872

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

Open Elective

Civil Engineering

19UIT972- SOCIAL NETWORKS

(Common to CSE,ECE,EEE, MECH, Chemical, AGRI & BME Engineering)

(Regulations 2019)

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART A - (5 x 1 = 5 Marks)

1. _____ social network is considered the most popular for business to business marketing?   CO1- U

   (a) Facebook   (b) Orkut   (c) Ryze   (d) LinkedIn

2. Data _____is the process of finding a model that describes and distinguishes data classes or concepts.   CO1- U

   (a) Classification   (b) Mining   (c) Characterization   (d) clustering

3. Which of the following is NOT a fundamental area of change regarding people's media habits?   CO1- U

   (a) Communication.   (b) Conversation   (c) Collaboration   (d) Choice

4. Social network analysis is process of investigating through use of ____and _____   CO1- U

   (a) Edges, Graph   (b) Vector, graph   (c) network , Graph   (d) Vector, Edges

5. What is the name of Facebook's Analytics tool?   CO1- U

   (a) insights   (b)edge rank   (c) facebook analytics   (d) page rank

PART – B (5 x 3= 15 Marks)

6. What is social networking and give some examples?   CO1- U

7. What are the three notations currently used in the social network analysis?   CO1- U

8. Define complete networks.   CO1- U

9. Which challenges does content marketing present for you?   CO1- U

10. What are the benefits of the network effect   CO1- U

PART – C (5 x 16= 80 Marks)

11. (a) Illustrate the types of networks with examples.   CO1- U   (16)

    Or

    (b) Outline the basic terminologies in social networks attributes.   CO1- U   (16)

12. (a) Explain the block models of structural and locational properties?   CO1- U   (16)

    Or

    (b) Illustrate the structural properties of social network with suitable   CO1- U   (16)
        networks?

13. (a) Explain about Web based Networks   CO1-U   (16)

    Or

    (b) Explain the following: CO1-U   (16)
        (i) Blog and Online Communities
        (ii) Applications of Social Network Analysis.

14. (a) Explain Markets and Strategic Interaction in Networks with   CO1-U   (16)
        suitable examples.

    Or

    (b) Explain Bargaining and Power in Networks with suitable example   CO1-U   (16)

15. (a) Describe the effect of search tools and recommendations for   CO1-U   (16)
        network dynamics.

    Or

    (b) Explain the Economy with Network Effects Industries with   CO1-U   (16)
        Network goods.

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