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**Question Paper Code: 59872**

B.E./B.Tech. DEGREE EXAMINATION, MAY 2022

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. Websites used to sell and buy something are categorized under CO2- R  
\_\_\_\_\_  
(a) Search Engine (b) E-Commerce website  
(c) Social networking sites (d) Entertainment sites
3. How is site traffic useful in evaluating marketing? CO3- R  
(a) Overall site traffic can be followed and a general idea of marketing's impact on it can be determined  
(b) There is no correlation site traffic and marketing  
(c) Ads can send receivers to a specific landing page, which can be tracked  
(d) Product sales from the company website can be attributed directly to the marketing campaign
4. 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

5. Employees are often \_\_\_ that personal information posted on social media sites may be accessible by their employers and co-workers. CO5 -R
- (a) Cognizant            (b) indifferent    (c) aware            (d) unaware

PART – B (5 x 3= 15 Marks)

6. What are the advantages and disadvantages of social networking? CO1-R
7. What are networks? CO2- R
8. Define semantic Web. CO3 -R
9. Define balanced outcomes. CO4- R
10. What is power laws? CO5- R

PART – C (5 x 16= 80 Marks)

11. (a) Analyze the different data sources used in social networks. CO1- U    (16)  
       Or  
 (b) Explain types of social networks with an example. CO1- U    (16)
12. (a) Describe centrality and centrality measures with an example.. CO2- U    (16)  
       Or  
 (b) Explain representation of network positions CO2- U    (16)
13. (a) Explain the limitations of current web and its semantic solutions CO3 -U    (16)  
       Or  
 (b) Explain Social network analysis.. CO3 -U    (16)
14. (a) Explain Modeling social and economic exchange in networks. CO4- U    (16)  
       Or  
 (b) Explain Bipartite Graphs and Perfect Matchings with suitable example. CO4- U    (16)
15. (a) Explain The Effect of Search Tools and recommendations. CO5 -U    (16)  
       Or  
 (b) Explain network effects with an example. CO5 -U    (16)