Reg. No. :

Question Paper Code: 99872

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

Open elective

Civil Engineering

19UIT972- SOCIAL NETWORKS

(Common to CSE, ECE, EEE, Mechanical, Chemical and biomedical engineering branches)

(Regulation 2019)

Duration: Three hours   Maximum: 100 Marks

Answer All Questions

PART A - (10x 2 = 20 Marks)

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

2. Outline the concept of Dyad   CO1- U

3. Explain about structural variables and composition variables   CO1- U

4. Explain centrality   CO1- U

5. Compare and contrast web 1.0 and web 2.0.   CO1- U

6. Define Web-based networks   CO1- U

7. What are the Key concepts of network analysis   CO1- U

8. Define Bipartite Graphs and Perfect Matching.   CO1- U

9. Define Negative network effect   CO1- U

10. List the effects of search tools   CO1- U

PART – B (5 x 16= 80Marks)

11. (a) Explain the Types of motivations.   CO1-U   (16)

                                              Or

    (b) Explain different sources of network data with examples.   CO1-U   (16)

12. (a) Explain structural equivalence with examples and detail out the issues in defining structural equivalence. CO1-U (16)

Or

(b) Outline, how would you Partition Actors with CONCOR and Hierarchical clustering while you represent the network positions CO1-U (16)

13. (a) Explain about the Development of Semantic Web in detail CO1-U (16)

Or

(b) Outline on the Emergence of the Social Web CO1-U (16)

14. (a) Explain Modeling social and economic exchange in networks CO1-U (16)

Or

(b) Explain Bipartite Graphs and Perfect Matchings with suitable example. CO1-U (16)

15. (a) Explain network effects CO1-U (16)

Or

(b) Describe information cascade with examples. CO1-U (16)

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