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**Question Paper Code: 59872**

B.E./B.Tech. DEGREE EXAMINATION, DEC 2021

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

