4	7
•	

Reg. No. :

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 - $(5 \times 1 = 5 \text{ Marks})$

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 coworkers.					
	(a) C	Cognizant (b) indifferent (c) aware (d) unaware				
		PART - B (5 x 3= 15 Marks)				
6.	6. What are the advantages and disadvantages of social networking?					
7.	7. What are networks?					
8.	8. Define semantic Web.					
9.	9. Define balanced outcomes.					
10.	Wha		CO5- R			
$PART - C (5 \times 16 = 80 \text{ Marks})$						
11.	(a)	Analyze the different data sources used in social networks. Or	CO1- U	(16)		
	(b)	Explain types of social networks with an example.	CO1- U	(16)		
12.	(a)	Describe centrality and centrality measures with an example Or	CO2- U	(16)		
	(b)	Explain representation of network positions	CO2- U	(16)		
13.	(a)	Explain the limitations of current web and its semantic solutions Or	CO3 -U	(16)		
	(b)	Explain Social network analysis	CO3 -U	(16)		
14.	(a)	Explain Modeling social and economic exchange in networks. Or	CO4- U	(16)		
	(b)	Explain Bipartite Graphs and Perfect Matchings with suitable example.	CO4- U	(16)		
15.	(a)	Explain The Effect of Search Tools and recommendations. Or	CO5 -U	(16)		
	(b)	Explain network effects with an example.	CO5 -U	(16)		