Question Paper Code: 98972

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

Fifth Semester

Elective

19UIT972 – Social Networks

(Regulation 2019)

(Common to Mechanical, ECE, EEE & Civil branches)

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 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.	List out the limitations of current web.	CO1- U
6.	Define semantic Web.	CO1- U
7.	Why is action needed specifically on pricing? Will you regulate prices?	CO1- U
8.	Which challenges does content marketing present for you?	CO1- U
9.	Define information cascade	CO1- U
10.	What is a power law?	CO1- U

PART – B (5 x 16= 80 Marks)

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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