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**Question Paper Code: 99872**

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

Open Elective

Civil Engineering

19UIT972- SOCIAL NETWORKS

(Common to CSE,ECE,EEE, MECH, Chemical, AGRI & BME Engineering)

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (5 x 1 = 5 Marks)

1. \_\_\_\_\_ social network is considered the most popular for business to business marketing? CO1- U  
(a) Facebook (b) Orkut (c) Ryze (d) LinkedIn
2. Data \_\_\_\_\_ is the process of finding a model that describes and distinguishes data classes or concepts. CO1- U  
(a) Classification (b) Mining (c) Characterization (d) clustering
3. Which of the following is NOT a fundamental area of change regarding people's media habits? CO1- U  
(a) Communication. (b) Conversation (c) Collaboration (d) Choice
4. Social network analysis is process of investigating through use of \_\_\_\_\_ and \_\_\_\_\_. CO1- U  
(a) Edges, Graph (b) Vector, graph (c) network , Graph (d) Vector, Edges
5. What is the name of Facebook's Analytics tool? CO1- U  
(a) insights (b) edge rank (c) facebook analytics (d) page rank

PART – B (5 x 3= 15 Marks)

6. What is social networking and give some examples? CO1- U
7. What are the three notations currently used in the social network analysis? CO1- U

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|-----|--|--------|
| 8.  | Define complete networks.                                | CO1- U |
| 9.  | Which challenges does content marketing present for you? | CO1- U |
| 10. | What are the benefits of the network effect              | CO1- U |

PART – C (5 x 16= 80 Marks)

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|-----|--|--------|------|
| 11. | (a) Illustrate the types of networks with examples.                                | CO1- U | (16) |
|     | Or   |        |      |
|     | (b) Outline the basic terminologies in social networks attributes.                 | CO1- U | (16) |
| 12. | (a) Explain the block models of structural and locational properties?              | CO1- U | (16) |
|     | Or   |        |      |
|     | (b) Illustrate the structural properties of social network with suitable networks? | CO1- U | (16) |
| 13. | (a) Explain about Web based Networks   | CO1-U  | (16) |
|     | Or   |        |      |
|     | (b) Explain the following:   | CO1-U  | (16) |
|     | (i) Blog and Online Communities  |        |      |
|     | (ii) Applications of Social Network Analysis.                                      |        |      |
| 14. | (a) Explain Markets and Strategic Interaction in Networks with suitable examples.  | CO1-U  | (16) |
|     | Or   |        |      |
|     | (b) Explain Bargaining and Power in Networks with suitable example                 | CO1-U  | (16) |
| 15. | (a) Describe the effect of search tools and recommendations for network dynamics.  | CO1-U  | (16) |
|     | Or   |        |      |
|     | (b) Explain the Economy with Network Effects Industries with Network goods.        | CO1-U  | (16) |