Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code: 99872

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2024

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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