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Question Paper Code: 99C78

B.E./B.Tech. DEGREE EXAMINATION, NOV 2025

Open Elective

Civil Engineering

19UCB978 - SOCIAL NETWORK ANALYSIS

(Common to CSE ECE, EEE, EIE, Mechanical, IT, Chemical, Agri, Bio medical, & Biotechnology branches)

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 1 = 10 Marks)

1. Who is owner of Google?. CO1-U
(a) Sergey Brin and Larry Page (b) Steve Chen Jawed Karim,
(c) Mark belly, Chad Hurley, (d) none of the above
2. Which year is launched by YouTube? CO1-U
(a) Feb 14,2005 (b) 13,Nov 2006 (c) Feb10,2005 (d) 13,Nov 2007
3. _____provide a way to have the security such that if one security CO1-U
fails then it will have the model that will support it.
(a) Simplicity (b) Defence in Depth (c) Fail-safe Stance (d) Understand
4. Who is father of Blogging? CO1-U
(a) Justin hall (b) Steve Chen (c) Mark belly, (d) none of the above
5. _____represents the amount of disappeared, appeared, merged and split CO1 U
URLs per unit time. A stable community on a topic is the best starting point
for finding interesting changes around the topic.
(a) Growth Rate (b) Stability (c) Evolution Metrics (d) none of the above
6. List out the changes in web community CO1-U
(a) emerge, dissolve, split, merge, Growth and Shrink (b) emerge, dissolve, split, merge
(c) emerge, dissolve, Growth and Shrink (d) none of the above

7. List out the category for feature set construction in link prediction social network CO1-U
 (a) node neighborhood (b) path based (c) none of the above (d) both a & b
8. First challenge for supervised link prediction CO1-U
 (a) skewness (b) skewness (c) extreme class of skewness (d) none
9. List out the emotion occur in datasets CO1-U
 (a) surprise (b) sadness (c) thankfulness (d) all of the above
10. _____ is the term updates by Twitter users. CO1-U
 (a) Tweets (b) Tweeks (c) Twinks (d) none of the above

PART – B (5 x 2= 10 Marks)

11. What are the Stages in Social Network analysis? CO1-U
12. Define the Hadoop Components? CO1-U
13. What attributes are used to represent how many URLs the focused community obtains or loses? CO1-U
14. List out the examples for diffusion influence model. CO1-U
15. How to define trace based explanation. CO1-U

PART – C (5 x 16= 80 Marks)

16. (a) What is the purpose of Semantic Web? how to explain about the Semantic web? CO1-U (16)
 Or
 (b) Why is HTML used in Semantic web? How to Explain about the Html Forms? CO1-U (16)
17. (a) Design a table EB Bill Form Using Html and external CSS CO2-App (16)
 Or
 (b) Design a table of Student mark list using Html and inline CSS CO2-App (16)
18. (a) Describe detail about the ontological representation of social individuals. CO1-U (16)
 Or
 (b) Describe detail about the aggregating and reasoning with social network data with respect to on the notion of equality. CO1-U (16)

19. (a) Write brief about short note on Algorithms and Systems for Expert Location in Social Networks. CO1- U (16)
- Or
- (b) Describe detail about the Probabilistic Relational Models. CO1- U (16)
20. (a) How to Explaining Scientific and Technical Emergence Forecasting. CO1- U (16)
- Or
- (b) Describe briefly about the Social Network Analysis for Biometric Template Protection. CO1- U (16)

