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Question Paper Code : 40366

M.E./M.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2018.

Elective

Biometrics and Cyber Security

CP 5074 — SOCIAL NETWORK ANALYSIS

(Common to M.E. Computer Science and Engineering/M.E. Computer Science and Engineering (With Specialization in Networks)/M.E. Multimedia Technology/
M.Tech. Information Technology)

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term Web.
2. What is the need of Semantic web?
3. Why is visualization required?
4. What is the limitation of FOAF?
5. Why is community detection required in social networks?
6. What is meant by community in social network?
7. What is social influence?
8. What is meant by influence maximization?
9. What are the categories of emotions?
10. What is meant by opinion?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the components of Ontologies in detail.

Or

- (b) "Social networks as a Graph". Justify.

12. (a) Write short note on structural visualization of social networks.

Or

- (b) How is ontology used to represent social relationship in social networks? Explain.

13. (a) How is node classification done in social networks using Naïve method? Discuss.

Or

- (b) Briefly explain the quality functions for evaluating communities.

14. (a) What are influence related statistics? Explain.

Or

- (b) What is Expert-location problem? How do you solve it?

15. (a) Write your methodology to perform real time emotion classification of tweets.

Or

- (b) How do you assess the Opinions of Facebook users on a particular product?

PART C — (1 × 15 = 15 marks)

16. (a) Explain on "viral marketing as an optimization problem".

Or

- (b) How do you discover scientific collaborative groups from social networks? Discuss.