Code: 21F00401b

MCA IV Semester Supplementary Examinations January 2024

SOCIAL MEDIA ANALYSIS

(Master of Computer Applications)

Time: 3 hours Max. Marks: 60

Answer all the questions

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1	(a)	List out the applications of social network analysis.	4M
	(b)	Explain the basic concepts of Social Network Analysis.	8M
		OR	
2	(a)	Outline the limitations of the current web and explain the emergence of the social web.	7M
	(b)	Explain the working of web-based networks.	5M
3	(a)	Explain clearly about Resource Description Framework (RDF) and RDF Schema.	7M
	(b)	Discuss the Ontological representation of social individuals.	5M
		OR	
4	(a)	Compare and contrast OWL with UML.	6M
	(b)	Describe the concept of aggregating and reasoning with social network data.	6M
5	(a)	List out the challenges of social network streams.	3M
	(b)	Illustrate with an example how node is classified in large social networks (basic and second-order approaches).	9M
		OR	
6	(a)	Explain incremental mining for community tracing.	6M
	(b)	Describe Probabilistic Relational models by taking stock market as an example.	6M
7	(a)	Write a note on Text Mining in Social Networks.	5M
	(b)	Explain the five real-world behaviours that are commonly difficult to observe in social media like your daily schedule or where you eat lunch are rarely available in social media.	7M
		OR	
8	(a)	Define Individual Behaviour Analysis. Explain community membership in social media.	6M
	(b)	Recent research has shown that social media can help replicate survey results for elections and ultimately predict election outcomes. Discuss what possible features can help predict election results.	6M
9	(a)	Discuss the operators used in deriving the trust.	7M
	(b)	Describe trust path dependency and network simplification in social networks.	5M
		OR	
10	(a)	Explain trust network analysis using subjective logic to derive a level of trust between arbitrary parties.	6M
	(b)	With a neat diagram, explain the steps in deriving trust from transitive chains.	6M

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MCA IV Semester Supplementary Examinations November 2024

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Answer all the questions

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1	(a)	How long has social media been around?	6M
	(b)	What was the first social media platform? What info do I need to join social media?	6M
		OR	
2	(a)	Summarize Key concepts and measures in network analysis.	6M
	(b)	What is public and private data in Social media? Define with case study.	6M
3	(a)	Explain in detail on the limitation of HTML document? Define (i) structural information, (ii) object information, (iii) element information, (iv) element representation.	6M
	(b)	What are the ontology languages for the Semantic Web -RDF and OWL?	6M
		OR	
4	(a)	What are the ontology categories in knowledge representation?	6M
	(b)	What would be an example of aggregating data?	6M
5	(a)	Explain methods for Community Detection & Mining.	6M
	(b)	What are the tools for Detecting Communities Social Network Infrastructures and Communities-Applications?	6M
		OR	
6	(a)	Define community Mining Algorithms and Tools for Detecting it.	6M
	(b)	Explain two case Studies - Real Time Sentiment Analysis on Stock Market Predictions.	6M
7	(a)	Explain on Reality Mining and examples?	6M
	(b)	(i) Why is social monitoring important for marketers? (ii) What are the recent changes in Facebook and Instagram data access?	6M
		OR	
8	(a)	Explain Ubiquitous computing environment with real time examples.	6M
	(b)	Summarize the direct methods for determining requirements.	6M
9	(a)	Summarize the security of Mobile Ad hoc Networks (MANET) and its applications	6M
	(b)	Explain mobile ad hoc networks using a mobility-based clustering approach.	6M
		OR	
10	(a)	Define arbitrary in/out-degree distributions and compare with numerical realizations.	6M
	(b)	What is the Malicious traffic injection attacks and explain detail with case study?	6M

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