Code: 13A12801

R13

B.Tech IV Year II Semester (R13) Advanced Supplementary Examinations July 2017
SOCIAL NETWORK ANALYSIS
(Information Technology)

Time: 3 hours   Max. Marks: 70

PART – A
(Compulsory Question)
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1   Answer the following: (10 X 02 = 20 Marks)
  (a)   What are the 4 layers which are important to make semantic web real?
  (b)   What is social network analysis?
  (c)   Enlist the characteristics of social relationships.
  (d)   Illustrate two kinds of extensions that RDF schema makes over RDF.
  (e)   Explain vertex similarity.
  (f)   Explain quality function: modularity.
  (g)   What is context awareness?
  (h)   What constitutes trust network analysis?
  (i)   Explain co-citation networks.
  (j)   Define augmenting matrices.

PART – B
(Answer all five units, 5 X 10 = 50 Marks)

UNIT – I

2   Briefly explain the electronic sources for network analysis.

OR

3   Elaborate on how semantic web reduce the knowledge gap between human and machine.

UNIT – II

4   Define ontology and list its features. Explain in detail the role of ontology in semantic web.

OR

5   Explain the basic elements of OWL in detail.

UNIT – III

6   Define community. Why community detection is important? Explain in detail about various methods for community detection.

OR

7   Elaborate on various challenges for decentralized online social networks.

UNIT – IV

8   Explain in detail with a diagram the human behavior understanding and prediction process.

OR

9   What is trust transitivity analysis? Explain in detail uncertainty favoring trust transitivity and base rate sensitive transitivity with example.

UNIT – V

10   What is visualization? What is its purpose? Explain the visual representation employed in visualizing social networks.

OR

11   Elaborate on online social network visualizations based on different views of social relationships.

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