



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June / July 2021
II Semester

Class : I PG
Major : FSN / MSW

Time : 3 Hours
Max. Marks: 100

20MCSI01 Social Computing

Part A
Choose the Correct Answer

10 x 1 = 10

1. A blogging that allows users to write brief updates is _____ CO1 K1
 - a. micro blogging
 - b. macro blogging
 - c. blogging
 - d. social networking
2. Which one of the following is not a risk of social computing? CO2K3
 - a. employee's reluctance to participate
 - b. invasion of privacy
 - c. secured data of personal information
 - d. information security concerns
3. The first actual social networking site is _____ CO1K1
 - a. Friendster
 - b. LinkedIn
 - c. Six degrees of separation
 - d. Myspace
4. Social network analysis can be focused on the following except _____ CO2K2
 - a. differences in centrality
 - b. investigation of strongly connected clusters
 - c. weakly connected clusters
 - d. positions that are structurally equivalent in networks.
5. _____ allows quick and accurate assessments of audience sentiment. CO3K3
 - a. image moderation
 - b. video moderation
 - c. sentiment analysis
 - d. comment moderation
6. _____ is the application of game design elements and game principles in non-game contexts. CO3K3
 - a. Gamification
 - b. virtualization
 - c. simulation
 - d. Blogging
7. _____, an American company offers online social networking services. CO4K1
 - a. Tik Tok
 - b. We Chat
 - c. QZone
 - d. Face book
8. The following are the quiz and poll apps except _____ CO4K1
 - a. SurveyMonkey
 - b. Mail Chimp
 - c. Antavo
 - d. Woobox
9. _____ allows us to manage multiple profiles across wide variety of social media platforms CO5K5
 - a. Crowdfire
 - b. Tweepi
 - c. Buffer
 - d. Hoot Suite
10. _____ helps the professionals to build exposure for their personal brand within the site itself as well as in the world wide web. CO5K1
 - a. LinkedIn
 - b. Twitter
 - c. Whatsapp
 - d. Instagram

Part - B **5 x 6 = 30**
Answer ALL questions
Each answer should not exceed 400 words or two pages

- 11.a. Enumerate the latest technology trends in computing. CO1K1
(or)
11. b. Review the contribution of microblogging to social network. CO1K2
12. a. Report the negative effects of social media on students. CO2K3
(or)
12. b. Write down the benefits of social relationships. CO2K3
- 13.a. State the drawbacks of crowd sourcing. CO3K1
(or)
- 13.b. What do you mean by prediction market? How do they work? CO3K1
- 14.a. List the various features of facebook. CO4K1
(or)
- 14.b. Write down the steps to install facebook on mobile phones. And how will you access the full face book site on your phone? CO4K1
- 15.a. What are the types of content that work on twitter? Give the disadvantages of twitter. CO5K2
(or)
- 15.b. Discover the ways for managing the groups in LinkedIn. CO5K2

Part - C **5 x 12 = 60**
Answer ALL questions
Each answer should not exceed 800 words or four pages

- 16.a. Assess the leverage of social computing phenomenon of the organizations in their enterprises. CO1K5
(or)
- 16.b. Describe the types of blogging in detail. CO1K2
- 17.a. Give your prediction and inference from social network analysis CO2K4
(or)
- 17.b. Devise the factors that are responsible for social mobility. CO2K6
18. a. What is an incentive mechanism? Write down the impacts of incentive mechanisms on project performance. CO3K3
(or)
- 18.b. List the features of gamification system. How does it help in learning techniques? CO3K3
- 19.a. Give an account on the security features of facebook in detail. CO3K1
(or)
- 19.b. Illustrate the applications of facebook in detail. CO4K3
- 20.a. Assess the twitter tools that can be used for marketing strategy. CO5K5
(or)
- 20.b. Write down the steps for creating a good LinkedIn profile. CO5K1
