

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University), Coimbatore – 641 043**

Master's Degree Examination – November 2018

Class : I MSC –IT

Time : 3 hours

Major : Information Technology

Max. Marks : 60

17MITC05 SOCIAL NETWORK MINING

Part- A

10 x ½ =5

Choose the correct answer

1. XML is a /an _____ language.
a. Ontology b. semantic web c. non semantic d. none of these
2. _____ has been first tested for social network extraction from the web
a. Web mining b. Data mining c. Data warehousing d. Meta data
3. _____ is an OWL based format for representing personal information and an individual's social network.
a. FOAF b. RDF c. XML d. none of these
4. The Expansion of SNA
a. Simple Network Area b. Simple Network Analysis
c. Social Network Area d. Social Network Analysis
5. _____ represents the increase of URLs per unit time
a. success rate b. growth rate c. split rate
d. disappearance rate
6. IPDA is a _____
a. Networks b. Database c. Web server d. None of these
7. Which of the following is not an online networks?
a. Facebook b. YouTube c. Flip cart d. None of these
8. _____ is a largest online social media
a. Google b. Android c. Apple d. WhatApp
9. Opinion mining another name is
a. Clustering b. Wish analysis c. Sentiment analysis
d. Ontology
10. OSN stands for
a. Open Social Network b. Online Social Network
c. Offline Social Network d. Ontology Social Network

Part – B **5 x 4 = 20**

Answer ALL questions

Each answer should not exceed 200 words or one page

11. a. Discuss about the development of semantic web.

(or)

11 b. Explain in brief about network analysis.

12 a. Describe graph representation.

(or)

12 b. Visualize Social networks with matrix.

13 a. Illustrate web mining.

(or)

13 b. Explain about applications of community mining.

14 a. Justify user data management.

(or)

14 b. Estimate user modeling and personalization in social media.

15 a. Generalize about opinion extraction.

(or)

15 b. Develop temporal sentiment analysis

Part – C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

16 a. Describe about the development of social network analysis.

(or)

16 b. Discuss in detail about web based networks.

17 a. Develop ontological representation of social individuals.

(or)

17 b. Discuss in detail about hybrid representations.

18 a. Illustrate the aggregating and reasoning with social network data.

(or)

18.b. Demonstrate the detecting communities in social networks

19 a. Analyze the user data management and inference.

(or)

19 b. Estimate trust networks analysis in detail.

20 a. Report about product review mining and classification in detail.

(or)

20 b. Evaluate sentiment classification and clustering in social networks
