Roll No: | | | | | | | | | | | | | | |

MCA
(SEM IV) THEORY EXAMINATION 2024-25
PRIVACY & SECURITY IN ONLINE SOCIAL MEDIA

TIME: 3 HRS   **M.MARKS: 100**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. **Attempt *all* questions in brief.**   **2 x 10 = 20**

Q No.	Question	CO	Level
a.	Define online social networks with an example.	CO1	K2
b.	What are the key differences between offline and online communities?	CO1	K2
c.	Explain the term "trust" in online social media.	CO2	K2
d.	Mention any two privacy risks associated with data collection from social networks.	CO2	K2
e.	What is relationship-based access control?	CO3	K3
f.	How can privacy settings help control information sharing on social media?	CO3	K3
g.	Define digital identity in the context of online social media.	CO4	K3
h.	What is the role of self-presentation in identity management?	CO4	K3
i.	List any two privacy issues associated with Facebook or Instagram.	CO5	K3
j.	How does Twitter deal with account impersonation or identity theft?	CO5	K3

SECTION B

2. **Attempt any *three* of the following:**   **10 x 3 = 30**

Q No.	Question	CO	Level
a.	Explain the evolution and structure of online social networks. Include examples.	CO1	K2
b.	Discuss trust management systems in online social networks and their importance in information sharing.	CO2	K2
c.	Describe access control models used in online social networks.	CO3	K3
d.	Explain identity theft in social networks and how it can be prevented.	CO4	K3
e.	Compare the privacy policies and issues in LinkedIn and Instagram.	CO5	K3

SECTION C

3. **Attempt any *one* part of the following:**   **10 x 1 = 10**

Q No.	Question	CO	Level
a.	Describe the various challenges in collecting data from online social networks.	CO1	K2
b.	Explain APIs used for collecting data from social networks with suitable examples.	CO1	K2

4. **Attempt any *one* part of the following:**   **10 x 1 = 10**

Q No.	Question	CO	Level
a.	What are trust components in online social networks? Discuss with examples.	CO2	K2
b.	Explain the impact of phishing and fake accounts in online social platforms.	CO2	K2

Paper ID : 250238

Roll No:

MCA
(SEM IV) THEORY EXAMINATION 2024-25
PRIVACY & SECURITY IN ONLINE SOCIAL MEDIA

TIME: 3 HRS   **M.MARKS: 100**

5.   **Attempt any *one* part of the following:**   **10 x 1 = 10**

Q No.	Question	CO	Level
a.	Illustrate various access control approaches in commercial online social networks.	CO3	K3
b.	Explain how access control improves user privacy in social platforms with case examples.	CO3	K3

6.   **Attempt any *one* part of the following:**   **10 x 1 = 10**

Q No.	Question	CO	Level
a.	Explain identity management models from Identity 1.0 to 2.0.	CO4	K3
b.	Discuss how digital identity is used for self-presentation on online platforms.	CO4	K3

7.   **Attempt any *one* part of the following:**   **10 x 1 = 10**

Q No.	Question	CO	Level
a.	Discuss privacy issues related to Facebook and suggest suitable solutions.	CO5	K3
b.	Compare security features of Instagram, Twitter, and LinkedIn from a user privacy point.	CO5	K3