Printed Pages:02 **Sub Code:KCA-031**

Paper Id: 236503 **Roll No.** | | | | | | | | | | |

MCA
(SEM IV) THEORY EXAMINATION 2022-23
PRIVACY & SECURITY IN ONLINE SOCIAL MEDIA

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

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

a. In which social network images are grouped together by logical constructs called boards?

b. Write the name of Package manager for python.

c. Discuss data structure used to store data on Facebook?

d. Explain Image Centric social networks? Give some examples.

e. Match the following websites with their main purpose

1. Microblogging website	A. Twitter
2. Network of professional connections	B. Tinder
3. Share videos	C. YouTube
4. Dating website	D. LinkedIn

f. Discuss about the self-disclosure of information on social networks.

g. Discuss the social media being used by the police in India.

h. Difference between Impersonation attacks and Compromised accounts?

i. On Twitter if a spam account S, follows A and B, and is followed by A and C, who is the spam-target?

j. Discuss hash tag hijacking or hash jacking.

SECTION B

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

a. If *X* is the maximum possible length of a post on Facebook and *Y* is the maximum possible length of a post on Twitter, then define the relationship between *X* and *Y*. Justify your answer with suitable example.

b. Discuss Phishing. Explain Phishing with the help of an example.

c. Define Westin's definition. A guy tweets - "Chillin' at Goa :D" along with a selfie from his public twitter account. He puts his geolocation on the tweet as well. How would you classify the person as per Westin's category?

d. Explain major contributions that socialmedia bring to society.

e. Explain trust management in online social networks?

SECTION C

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

a. Discuss Westin's definition of "Unconcerned" in the context of privacy concerns. Explain.

b. Discuss all kinds of social engineering attack.

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

a. Discuss the open security issues in online social networks? How we can prevent from these security issues.

b. Explain different issues we are facing in protecting data traditionally from unauthorized access.

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

a. Explain Ambiguous Geographic Information. If a Foursquare user fills his home city as 'Memphis', in which category it would be classified?

b. Explain the privacy settings in commercial online social networks.

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

a. Explain different access control models in detail.

b. What are the various ways to collect data from online social media? Explain.

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

a. Explain Education model which is used for inferring city from Google+ data?

b. Differentiates between identity 1.0 and identity 2.0