



Paper ID : 250238

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Subject Code: KCA031

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**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    |



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**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    |