

JAMIA HAMDARD
Department of Computer Science and Engineering
School of Engineering Sciences & Technology
New Delhi-110062
Even Semester Examination- 2023

Paper Name: Privacy and Security in Online Social Media

Paper Code: BTCSE MOOCS 1/ BTCSE MOOCS 1 Lateral Entry

Time: 3 Hours

Maximum Marks: 75

SECTION: A (35 Marks)

All questions are compulsory (7x5=35)

Q. No.	Question	Marks	BL
1	Discuss the impact of online social media on the society.	5	BL1
2	Discuss the concept of privacy and security.	5	BL2
3	State the benefits of using social media platforms.	5	BL4
4	How Phishing affects the online social media.	5	BL4
5	Discuss the challenges and pitfalls in online social media	5	BL2
6	How data collected from social media can be helpful in growing the business?	5	BL4
7	Write 5 tips to establish trust and credibility in social media.	5	BL3

SECTION-B (4x10=40 Marks)

Attempt any FOUR Questions

Q. No.	Question	Marks	BL
1	What are the various techniques in social media data mining? Explain in detail	10	BL4
2	What is social media policing? Is social media policing good or bad? Justify your answer.	10	BL2
3	What indicators are used to identify fraudulent entities in online social media?	10	BL5
4	Differentiate between online social media and online social network. Is Facebook a social media or social network?	10	BL4
5	Discuss the different types of phishing methods used to steal data from users?	10	BL4
6	Discuss Information privacy concerns about peer disclosure in online social networks	10	BL3

BL – Bloom's taxonomy levels (1-remembering, 2-understanding, 3-applying, 4-analysing, 5-evaluating, 6-creating)