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MCA
(SEM IV) THEORY EXAMINATION 2023-24
PRIVACY & SECURITY IN ONLINE SOCIAL MEDIA

TIME: 3 HRS**M.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.	Discuss evolution of online social networks over time?	02
b.	What are some common types of online social networks?	02
c.	Differentiate pros and cons of trust system and reputation system	02
d.	How does social trust differ from social capital in online social networks?	02
e.	Summarize, the steps which you have followed to control information on your LinkedIn wall	02
f.	What is Rule-based access control (RUBAC)?	02
g.	What do Identity Management systems include?	02
h.	What is the role of user consent in identity management?	02
i.	Describe five security issues for once user is accepting friend request from unknown user	02
j.	Describe five security issues for once user is interacting with customer care	02

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

a.	Discuss in detail different challenges in Online social network.	10
b.	Discuss phishing. Explain phishing with an example	10
c.	Justify, how is access control approaches focusing on encryption different from existing access control approaches.	10
d.	How has the concept of digital identity evolved over time, from Identity 1.0 to Identity 2.0 and what are the implications of these changes for identity management in online social networks?	10
e.	Demonstrate, how to setup two step verification for LinkedIn	10

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

a.	Explain most common ways to represent social networks and its characteristics.	10
b.	What are some of the key challenges associated with collecting data from online social network, and how can these be overcome.	10

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

a.	Describe variety of trust properties around online social network.	10
b.	Describe various trust models to evaluate trust in online social media networks	10

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

a.	Differentiate following access control models discretionary, mandatory, role-based and relationship based access control	10
b.	Explain what the need of access control policy in OSN are	10

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

a.	Elaborate all different attacks on identity to stole identity information in detail.	10
b.	Differentiate Identity 1.0 and Identity 2.0	10

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

a.	Elaborate all different attacks on identity to stole identity information in detail.	10
b.	What are the different identity management models that organizations can use to manage user identities and access control, and what are the pros and cons of each approach?	10