

Code No: 157HW

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**B. Tech IV Year I Semester Examinations, December-2023/January-2024****SOCIAL MEDIA SECURITY****(Computer Science and Engineering - Cyber Security)****Time: 3 Hours****Max.Marks:75****Note:** i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART – A**(25 Marks)**

- 1.a) Give any two professional social media applications. [2]
- b) List the security threats. [3]
- c) Quote examples for cybercrimes. [2]
- d) What is the effect of phishing? [3]
- e) What are the security issues in getting information out to people? [2]
- f) What is the importance of content management? [3]
- g) List any two risks of social media. [2]
- h) What is the effect of information leakage? [3]
- i) How to protect privacy of customer data? [2]
- j) What is the difference between security and privacy? [3]

PART – B**(50 Marks)**

2. Elaborate the advantages and disadvantages of social media in technology. [10]
3. Suggest methods and mechanisms to handle security threats in social media. [10]
4. Discuss how social media is used by cybercriminals as the latest tool to commit various illegal, unwanted or malicious acts. [10]
5. How to identify hacked accounts on internet? Explain the measures to be taken to avoid hacking. [10]
6. Make a comparison of the features of good social campaign and bad social campaign. [10]
7. Explain different types of hoaxes on social media with examples. [10]
8. How can data loss and information leakage causes public embarrassment for an organization? Suggest methods to handle this situation. [10]
9. What is archiving? Discuss the impact of archiving in avoiding risks of social media. [10]
10. Explain the importance of location awareness in social media apps and the privacy threats associated with it. [10]
11. “Potential privacy issues should be mitigated through a combination of policies, security settings, and awareness of risks.” Support or oppose this statement. [10]