

**R18**

**Code No: 157HW**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B. Tech IV Year I Semester Examinations, February - 2025**

**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) What are the key advantages and disadvantages of using social media? [2]
- b) Discuss the negative impacts of social media on mental health and well-being. [3]
- c) What role does anonymity play in enabling cybercrime? [2]
- d) How can businesses protect user accounts from being hacked? [3]
- e) What does it mean to be bold on social media? [2]
- f) What are the psychological principles behind viral content on social media? [3]
- g) What is information leakage? [2]
- h) What are the risks associated with the retention and archiving of social media content? [3]
- i) Define local awareness? [2]
- j) What are the risks associated with fake accounts on social media? [3]

**PART – B**

**(50 Marks)**

2. What are some key characteristics of social media that differentiate it from traditional media? Explain the concept of 'user-generated content' in the context of social media. [10]

**OR**

3. What is the difference between 'cutting edge' and 'bleeding edge' in technology and social media trends? Provide examples of 'cutting-edge' versus 'bleeding-edge' social media platforms or tools? [10]

4. How can individuals protect themselves from falling victim to social engineering attacks? Explain. [10]

**OR**

5. Explain how cyberstalkers use social media and other online platforms to target victims. [10]

6. Discuss the benefits of focusing on a niche audience rather than trying to appeal to the masses. [10]

**OR**

7. Give an example of a widely circulated social media hoax and its impact on public perception. [10]

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8. What are the primary risks associated with using social media for personal or business purposes? How do the risks of social media vary between individuals and businesses?[10]

**OR**

9. How can false information on social media affect an individual's reputation or a business's brand? [10]

10. Explain the potential drawbacks of blocking users or restricting app privacy for businesses or brands? [10]

**OR**

11. Describe the privacy concerns associated with apps collecting data from social media platforms, and how can users protect themselves? [10]

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