

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Privacy & Security in Social media world

Program: B Tech CSE Spz. in (CSF + GG + MI)

Course Code: CSIB 407

Semester: 8th

Time 03 hrs.

Max. Marks: 100

Instructions: All questions are compulsory.

In Question 9 & 11 internal choices are given.

SECTION A

S. No.		Marks	CO
Q 1	Describe the various security issues in online social media.	4	CO1
Q 2	Difference between the legitimate email and the phishing email.	4	CO2
Q 3	Define & discuss big data in healthcare, transportation and medicine	4	CO3
Q 4	Which format is used for storing Facebook content and how the Facebook API looks like?	4	CO1
Q 5	What are the major paradigms to understand privacy and security?	4	CO1

SECTION B


Q 6	Discuss the different anonymous networks along with the example. Explain any two anonymous networks in detail.	10	CO2
Q 7	When should I use a NoSQL database instead of a relational database? List the differences between NoSQL and relational databases?	10	CO2
Q 8	(a) What do you mean by HiveQL data definition language? (b) Explain following for MongoDB (i) Indexing (ii) Aggregation	10	CO3
Q 9 (a)	Discuss each of the following with the help of example: (a) SQL injection (b) Password breach (c) Cross-site scripting (d) Data breach	10	CO2
OR			
Q 9 (b)	How do you provide secure online payments, prevent fraud and minimize the payment risk?	10	CO2

SECTION-C

Q 10	What is the role of Link farming in online social media? What are the characteristics of link farmers? Also list the top five link farmers.	20	CO2
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Q11(a)	<p>Discuss the merits and demits of Big Data? What are the challenges involved in storing Big Data. How Big Data Analytics can be useful in the development of smart cities. (Discuss one application)</p> <p style="text-align: center;">OR</p> <p>What do you mean by Hadoop Ecosystem? Describe any three components of a typical Hadoop Ecosystem.</p>	20	CO3
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Model Question Paper (Blank) is on next page

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SECTION A			
S. No.		Marks	CO
Q 1	Discuss the use of Online social media in positive and negative way.	4	CO1
Q 2	What do you understand by Link farming in online social media	4	CO2
Q 3	Explain with the help of example: Java Script object notation (JSON)	4	CO1
Q 4	What are the characteristics of link farmers in online social media?	4	CO2
Q 5	Which format is used for storing Facebook content and how the Facebook API looks like?	4	CO1
SECTION B			
Q 6	Explain at least five different crimes on Online social media.	10	CO2
Q 7	Describe the various types of Phishing attacks.	10	CO2
Q 8	Define Big data and discuss in terms of four dimensions, volume, velocity, variety and veracity.	10	CO3
Q 9	Discuss the different anonymous networks along with the example. Explain any two anonymous networks in detail. OR Discuss each of the following with the help of example: (a) Code injection (b) Remote file inclusion (c) Data breach (d) SQL injection	10	CO2
SECTION-C			
Q 10	Discuss various web Securities in details. What are the different types of technologies available for maintaining the best security standards?	20	CO2
Q11(a)	Discuss the major paradigm in data serialization? With proper examples discuss and differentiate structured, unstructured and semi-structured data. Make a note on how type of data affects data serialization. OR Describe the core architecture of Hadoop with suitable block diagram. Discuss role of each component in detail.	20	CO3

