

### **Unit 3**

1. What are social networks ? List and explain the advantages of social networking.
2. List the disadvantages of social networking.
3. What is the purpose of social networking. Explain Different types of social networking with example.
4. Explain the following in detail.
  - i. Social media addiction
  - ii. Cyberbullying
  - iii. Social media data breaches
5. List and explain different types of social media and its uses.
6. List and briefly explain the pitfalls of social networking.
7. Define hashtag in social media. Explain how to use hashtags effectively on social media.
8. Explain the following in detail.
  - a. Social media marketing
  - b. Security issues in social media
9. Explain the best practices for the use of social media.
10. List and briefly explain terms related to cyber law as per IT act 2000.
11. Explain the role and importance of cybersecurity in social media.
12. What is social media marketing. List and briefly describe the social media marketing platforms.

### **UNIT-4**

1. Define Unified Payment Interface(UPI). Explain the working of UPI.
2. Define E-commerce Security. Explain different types of threats and issues in E-Commerce.
3. Define digital payment fraud. How does it happen? Explain types of digital payments.
4. Differentiate between electronic wallets and bank accounts.
5. List and explain the advantages and security measures of UPI.
6. What is a digital wallet? Explain types of digital wallets.
7. List the benefits of digital payments. Explain different modes of digital payments.
8. Explain the following in detail.
  - a. Unstructured Supplementary Service Data (USSD)
  - b. Aadhar enabled payments