

Course Code: CS4001	Course Name: Professional Practices in IT
Instructor Name: Dr. Rauf Ahmed Shams, Dr. Fahad Sherwani, Ms. Shaharbano, Ms Saeeda, Ms. Mubashra Fayyaz, Mr. Shoaib Rauf	
Student Roll No:	Section No:

Instructions:

- This is an open book exam. You are allowed to use your notes, reference material etc in hard copy.
- No Mobile phone, Laptops or other gadgets are allowed.
- Return the question paper and make sure to keep it inside your answer sheet.
- Read questions completely before answering. There are **5 questions, 2 sides on 1page**.
- In case of any ambiguity, you may make assumptions. But your assumption should not contradict any statement in the question paper.
- All answers must be in the bullets, 'no paragraph', be precise and up to the point.
- All questions carry equal marks.
- You are not allowed to write anything on the question paper (except your ID and section).

Time: 1 hour.**Max Marks: 40 Marks****Questions**

1. **What might have led D&G to make these controversial videos? What are the pros and cons of using a controversial marketing strategy?** (2+3+3 Marks)

Ans: 01

- D&G made controversial videos as an attention-grabbing technique for the product exposure and the growth of their business in the Chinese market.
- D&G might have thought the videos could serve as a friendly, humorous gesture to Chinese consumers.

Pros:

- Such a strategy captures consumers' attention and increases brand recognition.
- Controversy stands out in an increasingly complex global society that demands new ways of capturing attention.
- Controversial advertising may be more memorable than conventional forms of advertising, using shock to stimulate retention and recognition.

Cons:

- Such a strategy could irrevocably harm public perception of the brand; controversial marketing hinges entirely on customer reaction, which means there is no middle ground between total success and total failure.
- Boycotts, while rare, could actually affect the company's profits.
- Advertisements that are liked by people are more likely to help the brand sell its products than advertisements that are disliked by people.

2. **D&G is nowadays going through a huge employee turnover, to deal with it the HR department has already initiated the hiring process. However, the senior management prefers to retain the employees instead of massive hiring.**
- a) **State two ideas how the company can stop this huge turnover.**
- b) **What can be the two main reasons why D&G favors employee retention over hiring new employees?** (4+4 Marks)

Ans: 02(a)

- o A good Remuneration policy (salaries + Benefits)
- o Appreciation and promotions.

Ans: 02(b)

- o Hiring is an expensive and time-consuming task.
- o Newbies lack the domain knowledge as compared to the trained and experienced workers already employed there.

3. **The HR department finally hires three new employees: Alice, Bob and Charlie. Alice receives the incoming invoice and matches the purchase order. Bob confirms price calculations and dispatches to the receiving Department for confirmation that goods or services have been received. Charlie receives confirmation from the department, passes it further and produces payment.**

CEO Mr. Alfonso Dolce suggests the HR department to include job rotation, job enlargement and job enrichment while designing the job roles of these employees.

- a) **What could be the possible reason? How including job rotation, job enlargement and job enrichment could benefit the company as well as the employees.**
- b) **Mention one disadvantage for each of the above job designs.** (4+4 Marks)

Ans: 3(a)

The CEO wanted the new hires to be aware of all the work instead of just working in their own department and limited scope, to remove the dependency of the company on any employee.

Job design	Benefit to company	Benefit to employee
Job rotation	training employees, reduced dependency over employees.	accelerates professional development, exposure to different areas of interest, preventing job boredom or burnout.
Job enlargement	Reduced new hiring burden. Financially economical.	1. Reduced Monotony: Job enlargement if planned carefully can help reduce boredom and make it more satisfying and fulfilling for the employees. 2. Increased Work Flexibility: There is an addition to the number of tasks an individual performs. There is thus an increased scope of carrying out tasks that are versatile and yet very similar in certain aspects.
Job enrichment	Job enrichment gives you a chance to test and see your employees' strengths and weaknesses.	1. Through job enrichment an employee finds satisfaction and contentment in his job and through job enlargement the employee feels more responsible and worthwhile in the organization.

Ans: 3(b)

Job rotation:

- Senior employee not willing for job rotation can result in disgruntled employees
- Can be costly and time-consuming

Job enlargement:

- Lower efficiency
- Lower quality

Job enrichment:

- Heavier workload: Job enrichment increases the employee's overall workload.

4. **Define what is meant by outsourcing in a business context and identify three advantages for using outsourcing with relevant examples for each advantage.** 8 Marks

Ans: 4

Outsourcing is a common practice of contracting out business functions and processes to third-party providers. The benefits of outsourcing can be substantial - from cost savings and efficiency gains to greater competitive advantage.

- **Improved focus on core business activities**

Outsourcing can free up your business to focus on its strengths, allowing your staff to concentrate on their main tasks and on future strategy.

- **Increased efficiency**

Choosing an outsourcing company that specializes in the process or service you want them to carry out for you can help you achieve a more productive, efficient service, often of greater quality.

- **Controlled costs**

Cost savings achieved by outsourcing can help you release capital for investment in other areas of your business.

5. **It is important that the contract should also state what legal rights are being passed by the software house to the client under the contract in terms of Ownership.**

- Identify the nature of interoperability ownership agreement done in Ensignten.**
- Discuss how this might have an impact on professional behavior in practice.**

(4+4 Marks)

A: It is important for the contract to state precisely who is to own the rights.

- Software is potentially protectable by a number of intellectual property rights, such as copyright, design

rights, confidentiality and trade marks.

- Ownership in copyright is passed only by written assignment or transfer.

If ownership is passed to the client it is known as a sale or assignment and a written agreement is necessary.

As GMI being a client kept the ownership of interoperability so the license will be considered a sale assignment.

B: As GMI took the complete ownership Rights of data as well as all software resources of Ensignten. According to the professional conduct now it's the responsibility of Ensignten to give due regards to this agreement but somehow had a negative impact regarding the privacy and confidentiality of the organization. It would have been wise to go for joint copyright ownership.

Best of Luck!