1. Was this case simply a customer-relations and PR problem, or are there ethical issues to be considered as well? If so, what are they?

Ans: This case was not simply a customer-relations and PR problem. Rather there are some ethical issues to be considered as well.

1. Use the IEEE Code of Ethics to analyze this case and identify all violations (identifying number is ok). Note: pay attention to issues of accurate representation of engineered products and to safety issues.
2. Should you reveal defects in a product to a consumer?
3. Is the answer to this question different if the defect is a safety issue rather than simply a flaw?
4. Is the answer to this question different if the customer is a bank that uses the computer to calculate interest paid, loan payments, etc., or a hospital that uses the computer to control critical patient care equipment?
5. Should you replace defective projects even if customers won’t recognize the defect?
6. Is it ever possible to say that no defect exists in a produce or structure? How thorough should testing be? (Note: use IEEE Code of Ethics as a guide to your answer)
7. Do flaws that Intel found in earlier generation chips have any bearing on these questions? In other words, if Intel got away with selling flawed chips before without informing consumers, does that fact have any bearing on this case? Why or why not?
8. G. Richard Thoman, an IBM senior vice president, was quoted as saying, “Nobody should have to worry about the integrity of data calculated on an IBM machine.” How does this statement by a major Intel customer change the answers to the previous question?
9. Just prior to when this problem surfaced, Intel had begun a major advertising campaign to make Intel a household name. They had gotten computer manufacturers to place “Intel Inside” labels on their computers and had spent money on television advertising seeking to increase the public demand for computers with Intel processors, with the unstated message that Intel chips were of significantly higher quality than other manufacturers’ chips. How might this campaign affect what happened in this case?
10. What responsibilities did the engineers who were aware of the flaw have before the chip was sold? (again, check in with the IEEE Code of Ethics for your response)
11. After the chips began to be sold?
12. After the flaw became apparent?