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- When it comes to self-interest, it refers to the pursuit of one of one's personal advantage or well-being.
  - It is the idea that individuals' actions & decisions are primarily motivated to maximize their own benefit.
  - Taking the culture & religion into account, self-interest can be influential & shape the ethical values of a person.
  - Cultural Customs:
    - Customs often contribute to social harmony, giving a sense of identity & belonging in a community.
    - Following these customs can be viewed as an ethical choice which promotes collective well-being of the society.
  - Morality in Religion:
    - Religious teaching provides moral guidelines shaping ethical behaviour.
    - Believing these principles will give a greater purpose & fulfillment to one's own self-interest.
    - Eg: Say a person not consuming forbidden food or drinks such as alcohol, will make them ethically moral & increase satisfaction.
  - Ethical Egoism:
    - This argues for actions that promote self-interest.
    - This perspective suggests that acting in one's own best interest is not only ethically acceptable but also fundamental aspect of ethical decision making.
  - Conflict of interest:
    - Conflict may arise when cultural customs or religious beliefs clash with one's self-interest.
    - Resolving these conflicts requires individuals to consider the impact of their actions on both personal & community level.

In conclusion, culture & religion play a major role in influencing one's self-interest & decision making. Accounting with discipline leads to a moral & ethical way of self-interest.

- ② Advanced cyber threats are highly sophisticated forms of cyber attacks that

leverage advanced technologies & strategies to compromise digital data & systems. Few of the threats are:

### i) Ransomware Attacks:

- Ransomware involves the encryption of a victim's files or system with an attacker demanding a ransom.
- They pose a risk to organizations, disrupting work & compromising sensitive data.

### ii) Nation-State Espionage:

- Threat in this are actors engaging in political, economical & military purposes.
- These actors use advanced technology to infiltrate networks of government or corporations dealing significant geopolitical implications.

### iii) Cloud-based Threats:

- As an organisation, many rely on cloud services to operate their services online.
- They store vast amounts of sensitive data, breaches include data loss, denial of service & unauthorized access.

### iv) IoT based Threats:

- The IoT devices are vulnerable & insecure & attackers can exploit them. Compromised IoT devices can be used for DDoS attacks & disruption of IoT devices.

### v) Supply chain Attacks:

- These involve compromising the security of product or services during their development or distribution. Attackers target the software updates, hardware components or other third party services to infiltrate the target.

③ **Averting ownership in cybersecurity** involves establishing control, accountability & responsibility over digital assets. Various such methods are:

### i) Access control:

- By ensuring that only authorized users have access to specific resources thereby averting control & ownership over digital assets.

### ii) Encryption:

- Encrypter safeguards data's confidentiality & integrity, allowing to protect sensitive information which they own.

### iii) Digital Signatures & certificates:

- These provide a mean to confirm the identity & integrity of a person enabling to communicate & allow access to digital assets.

### iv) Authentication:

- Methods such as biometrics, multi-factor authentication & strong password policies are crucial for verifying the identity.

### v) Network Segmentation:

- This allows organization to control over different parts of their infrastructure instead of having as a whole keeping the assets isolated.