

Course Name: Ethics in Engineering Practice

Assignment - Week 3

TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

Total marks: 10 X 1 = 10

QUESTION 1:

Shruti is a graphic designer who has been working on a new logo design for a client for the past few weeks. She has put in a lot of time and effort to create a unique and eye-catching design that she believes will help her client's business stand out. However, Shruti is concerned about the protection of her intellectual property. She knows that if she does not take the necessary steps to protect her design, others may copy it and use it without giving her credit or compensation.

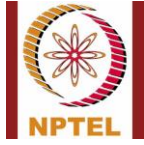
Why does Shruti need to protect her intellectual property?

- a) To avoid free riding problems
- b) To maintain loyal followers
- c) To retain profits
- d) All of these

Correct Answer:c

All of these

Detailed Answer: Shruti needs to protect her intellectual property to avoid free riding problems, which refer to the unauthorized use of her creation by others for free. This can result in loss of profits and damage to her reputation. By protecting her intellectual property, she can prevent others from using her design without giving her credit or compensation. She also needs to protect her intellectual property to maintain loyal followers and inhibit "me too" creations in grey markets. This means that if her design is not protected, others may create similar designs, diluting the uniqueness of her creation. By protecting her intellectual property, she can retain her competitive edge and maintain her loyal followers. Finally, Shruti needs to protect her intellectual property to retain profits. The high expenditure in creating new products or designs



and high research and development activities means that she needs to be able to reap the rewards of her hard work.

QUESTION 2:

Virendra is a doctor who works in a hospital. One day, he is asked to fill out a report for a patient who is applying for disability benefits. The patient is able to work, but they have been diagnosed with a condition that limits their ability to work. Virendra knows that if he fills out the report honestly, the patient will not qualify for disability benefits. However, if he exaggerates the patient's condition, the patient will likely qualify.

Which ethical technique can Virendra use to determine the best course of action in this situation?

- a) Line drawing technique
- b) Cost-benefit analysis
- c) Ethical relativism
- d) Utilitarianism

Correct Answer: a

Line drawing technique

Detailed Answer: The line drawing technique can be useful in situations where the applicable moral principles are clear, but there seems to be a great deal of "gray area" about which ethical principle applies. In this case, the moral principle of honesty is clear, but there is ambiguity about whether or not John should exaggerate the patient's condition to help them qualify for disability benefits. By using the line drawing technique, John can draw a line between the positive paradigm (being honest) and the negative paradigm (being dishonest) to determine the best course of action in this situation.

QUESTION 3:

Aurpita signs an agreement with Company V (with no time limit) that obligates her not to reveal its trade secrets. Aurpita later moves to Company G, where she finds a use for some ideas that she conceived while at Company V. She never developed the ideas into an industrial process at



Company V, and Company G is not in competition with Company V, but she still wonders whether using those ideas at Company G is a violation of the agreement she had with Company V. She has an uneasy feeling that she is in a gray area and wonders where to draw the line between the legitimate and illegitimate use of knowledge.

As per the Line Drawing method, the positive paradigm of the case will be –

- a) All ideas developed on the job, the team has collaborated with Aarpita while conceptualising the idea.
- b) All ideas developed off the job and company V's lab/equipment not used.
- c) Aarpita used Company V's licensed technology partly while conceptualizing the idea.
- d) None of these.

Correct Answer: b

Detailed Answer:

At one end of the line, the “positive paradigm,” is placed – which is an example of something that is unambiguously morally acceptable. Such as-All ideas developed off the job and company V's lab/equipment not used.

QUESTION 4:

Chilkonda owns a shoe manufacturing company in India. He has recently designed a new type of shoe that he believes will be a huge success. To protect his design, he wants to register it as a trademark. Chilkonda is aware that he needs to follow the legal requirements for registering a trademark in India.

What are the legal requirements for registering a trademark in India?

- a) The trademark must be unique and not similar to any existing trademarks in India
- b) The trademark must be associated with a specific product or service
- c) The trademark must not be offensive or violate any Indian laws
- d) All of these



Correct Answer: d

Detailed Answer:

To register a trademark in India, the trademark must meet all of the legal requirements, which include being unique and not similar to any existing trademarks in India, being associated with a specific product or service, and not being offensive or violating any Indian laws. Additionally, the trademark must be used in commerce or intended to be used in commerce in India.

QUESTION 5:

Swara is a highly successful businesswoman who owns a clothing company. She has a reputation for being ruthless in her business dealings and is known to take advantage of her competitors whenever possible. However, recently she has been feeling guilty about her actions and is considering changing her approach to business. She wants to be known not just for her success but also for her virtue.

What is the primary concern of virtue ethics in Swara's case?

- a) Maximizing profits for the company
- b) Maintaining a competitive advantage over other businesses
- c) Developing a reputation for being a virtuous person
- d) Following legal and regulatory requirements in business dealings

Correct Answer: c

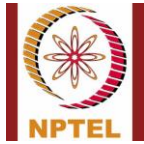
Developing a reputation for being a virtuous person

Detailed Answer:

Virtue ethics is concerned with the character traits and moral values of an individual rather than the actions they take. In Swara's case, the primary concern of virtue ethics is her personal character and whether she is living up to virtuous values. She wants to be known not just for her success in business but also for her moral integrity.

QUESTION 6:

What is the Doha Declaration and its relevance to public health?



- a) It is an agreement between developed countries to reduce the cost of medicines for developing countries.
- b) It is a declaration adopted by the World Health Organization to encourage the use of alternative medicine in developing countries.
- c) It is a declaration adopted by the World Trade Organization to protect the intellectual property rights of pharmaceutical companies.
- d) It is a declaration adopted by the World Trade Organization to promote access to affordable medicines for developing countries and protect public health.

Correct Answer: d

It is a declaration adopted by the World Trade Organization to promote access to affordable medicines for developing countries and protect public health.

Detailed Answer:

To clarify the flexibility in patent rules in the interest of public health: The Doha Declaration recognizes the importance of intellectual property rights in promoting innovation and development of new medicines. However, it also acknowledges the need to ensure that patent rules do not hinder access to essential medicines, especially for developing countries with limited resources. The declaration clarifies the flexibility in patent rules allowed under the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement to address public health needs, such as compulsory licensing and parallel imports.

QUESTION 7:

Champagne is a type of sparkling wine that originates from the Champagne region of France. The term "Champagne" has been protected as a Geographical Indication (GI), which means that only sparkling wines that come from the Champagne region can be labeled and sold as "Champagne." This protection has been put in place to protect the reputation and quality of Champagne and to prevent other sparkling wines from falsely using the name.

What is the primary purpose of protecting Champagne as a Geographical Indication?



- a) To limit the production of Champagne to the Champagne region of France
- b) To ensure that all sparkling wines are priced equally
- c) To protect the reputation and quality of Champagne and prevent other sparkling wines from falsely using the name
- d) To prevent the sale of Champagne in other countries.

Correct Answer: c

Detailed Answer: The purpose of protecting Champagne as a Geographical Indication is to ensure that only sparkling wines produced in the Champagne region of France can be labeled and sold as "Champagne." This protection is important to maintain the reputation and quality of Champagne and prevent other sparkling wines from using the name falsely. The protection also helps to distinguish Champagne from other sparkling wines and provides consumers with the assurance of quality and authenticity.

QUESTION 8:

Which of the following statements about copyrights is/are true?

- 1) Copyrights protect against unauthorized use of a work for a fixed term
 - 2) Copyrights protect the physical expression of an idea, not the idea itself
 - 3) Copyrights can only be obtained by Indian citizens or residents
 - 4) Copyrights do not need to be registered to be protected by law
- a) Only 1 is correct
 - b) 1, 2, 3 are correct
 - c) 1 and 2
 - d) All of these are correct

Correct Answer: a

Detailed Answer: copyrights protect against unauthorized use of a work for a fixed term. Copyrights protect original works of authorship, including literary, artistic, musical, and other

creative works. The protection granted by a copyright gives the owner the exclusive right to reproduce, distribute, perform, display, and prepare derivative works based on the original work for a fixed period of time.

QUESTION 9:

The Coca-Cola contour bottle is a masterpiece in----- that dates back to 1915 when the Coca-Cola Company asked its bottle suppliers to plan a new bottle that would be distinctive and instantly recognisable - even in the dark.

- a) Patents
- b) Industrial design**
- c) Copyrights
- d) Intellectual design

Correct Answer: b

Detailed Answer: The the Coca-Cola contour bottle is a masterpiece in industrial design that dates back to 1915 when the Coca-Cola Company asked its bottle suppliers to design a new bottle that would be distinctive and instantly recognisable - even in the dark. Designer Earl R. Dean took up the challenge, and following instructions issued by his boss, aimed to come up with a design based on the ingredients of the drink. Unable to find any reference images for either the coca leaf, or the Kola nut, Dean instead used an image of a cocoa pod from his encyclopedia as inspiration, leading to the iconic ribbed bottle shape we know and love today.

QUESTION 10:

What is the primary difference between a patent and a trademark?



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- a) A patent protects a novel invention while a trademark protects a brand or symbol
- b) A patent can be renewed indefinitely while a trademark has a fixed term
- c) A patent protects against infringement while a trademark protects against unfair competition
- d) There is no difference

Correct Answer: a

Detailed Answer: A patent protects a novel invention while a trademark protects a brand or symbol. A patent is a form of intellectual property that provides exclusive rights to the inventor for a fixed period of time (usually 20 years from the filing date) in exchange for public disclosure of the invention. A trademark, on the other hand, is a symbol, word, or phrase that is used to identify and distinguish a brand or product from others in the market.

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