Answer any FOUR of the SIX questions.

Each question is worth **25 marks** – **Total 100 marks**.

Q1 "*Net neutrality a crucial aspect that helps teams everywhere, from doctors who need vital medical information to treat patients, to small start-up's looking to build global businesses, to established Fortune 500 companies providing services to millions of customers.*"

a) What do you mean by net Neutrality? Describe the pros and cons related to it.   **[2+2+2=6 marks]**
   [2- Marks –definition, 2- Marks pros, 2- Marks cons]

b) What is the different between act utilitarianism and rule utilitarianism? Explain with Examples.   **[2*2+1=5 marks]**
   [2 * 2- Marks each for point of difference. 1 mark for overall example]

c) A large company has a policy prohibiting employees from blogging about company products. What are some possible reasons for the policy? Write your answer in *four* paragraphs: an introduction, a paragraph listing two arguments for, a paragraph listing two arguments against, and a conclusion. **[3 + (3 * 2) + 3 + 2 =14 marks]**

   [3- Marks –introduction. 3 for an argument (two arguments required). 3 marks for how you can monitor staff, 2- Marks for conclusion]

Q2 Answer the following:

a) What is privacy? How is it described in the fourth amendment?
 [2 + 2 + 2 = 6 marks]

 [2. Marks definition, 2 marks for explanation of fourth amendment and 2 for valid example]

b) Explain the difference between opt-in and opt- out policies for secondary uses of personal information with suitable answers. **[2 * 2 = 4 marks]**

 [2 Marks for difference 2 Marks for example]

c) You are a teacher. You would like your students to use a software package, but the school's budget does not include enough money to buy copies for all the students. Your school is in a poor neighbourhood, and you know most of the parents cannot afford to buy the software for their children. Will you provide a cracked version of the software or decide not to use it? Give some arguments for and against your position. **[3 + (2 * 2) + (2 * 2)+2+2=15 marks]**

 [3. Marks introduction 2 marks in the case of for (2 cases required) and 2 marks for the case of against (2 cases required) with 2 marks for example of for and 2 marks for example of against]

Q3. Answer the following

a) What Is Intellectual Property? .**[3 marks]**
 [2 Marks for definition, 1 Marks for example]

b) Differentiate between patent and copyright.**[2 * 3 = 6 marks]**
 [2 Marks for each difference (2 points required) 2 marks for valid example]

c) List the Guidelines for Professional Ethics **[2 * 8 = 16 marks]**
 [2 Marks for each guidelines (8 guidelines required)]

Q4 Answer the following

a) List out SIX principles of data privacy. **[1 * 6 = 6 marks]**

   [1 Mark for each principle]

b) What is the difference between negative rights and positive rights?

   [2 * 4 = 8 marks]

   [2 Marks for each difference (3 required), 2 Marks for example]

c) During the 2008 presidential campaign, a graphic designer found a photo of Barack Obama on the Internet, modified it to look more like a graphic design, and made the very popular "Hope" campaign poster without credit to the photographer or permission from the Associated Press, which owns the photo. AP argued that the designer infringed the copyright law and that the design, on sweatshirts, etc., produced hundreds of thousands of dollars in income. The designer claimed his use was a fair use. Explain your point of view with paragraphs for introduction, for, against and conclusion **[11 marks]**
   [2 marks for introduction, 3 in case of for and 3 marks in case of against with examples 3 for conclusion and point of view]

Q5 Answer the following

a) Is it legal to release a computer virus that puts a funny message on people's screens but does not damage files? **[4 marks]**
   [2 marks for supporting the claim (2 claims required)]

b) What is phishing? Give *two reasons* that should arouse suspicion of a possible phishing attempt.   **[2+2+2=6 marks]**

   [2 marks for definition 2 marks for reasons (2 required)]

c) What is Social Networking? What are the social and/or ethical issues of Social Networking Services in general and in terms of User Privacy and Data Transmission in particular?   **[3+(2*2)+(2*2)+2+2=15 marks]**

   [3 Marks for Introduction. 2 marks for issues in terms of User Privacy (2 issues required), 2 marks for issues in terms of Data Transmission (2 issues required), 2 Marks for example of issues in terms of User Privacy, 2 Marks for example of issues in terms of Data Transmission.]

Q6 Answer the following

a)   Describe the four ethical theories with relevant examples?

[16 marks]

[2 marks for each ethical theories 2 for examples of each theories.]

b)   Explain two purposes of professional bodies.   **[4 marks]**

[2 Marks for each purpose]

c)   Reflect on the role of a professional body in your current studies and also in planning your future career and education options.   **[4+1=5 marks]**

[2 marks for each role (2 roles required) 1 mark for personal opinion]

****End of Paper****