

Question 1 [20 marks = 1 mark each]

For the following multiple choice questions, there is only one correct answer.

Write your answer (A, B, C, or D) on the right side of the page.

1(a)	_____ is software designed to infiltrate or damage a computer system without the owner's informed consent.	Answer:
	A. Firmware B. Hardware C. Microware D. Malware	
(b)	A _____ is a person who breaks security on the system.	
	A. hacker B. slacker C. tracker D. cracker	
(c)	Happiness is an example of a(n) _____ value.	
	A. intrinsic B. extrinsic C. instrumental D. mental	
(d)	_____ is an ethical theory that states, "at least some acts are morally obligatory regardless of their consequences for human welfare".	
	A. Aristotelianism B. Deontology C. Relativism D. Utilitarianism	
1(e)	The philosophical belief that states the ethically right decision is different for each individual is known as _____ and the philosophical belief that states the ethically right decision is the one that provides the greatest amount of happiness for the greatest number of people is known as _____.	
	A. Relativism, Deontology B. Relativism, Utilitarianism C. Utilitarianism, Deontology D. Deontology, Utilitarianianism.	

1(f)	If a person owns the copyright for the description of a certain product:	
	<p>A. Other people cannot make or use the product without permission</p> <p>B. Other people cannot copy or distribute the description without permission</p> <p>C. Other people cannot write their own descriptions of the product</p> <p>D. Both B and C are correct</p>	
1(g)	How can copyrights be compared to patents?	
	<p>A. Copyrights are issued to authors or artists of original works, while patents are mostly issued for ideas</p> <p>B. Copyrights are issued to authors or artists of original works, while patents are mostly issued for authors or artists after they are dead.</p> <p>C. Patents and copyrights hold the same function.</p> <p>D. Patents are issued to authors or artists of original works, while copyrights are mostly issued for songs.</p>	
1(h)	<p>Suppose:</p> <p>step 1) you have a great idea of a machine which can do something very special and want to build this machine and sell it.</p> <p>step 2) After you successfully build it, you want to sell it under the name "TKDDFS".</p> <p>step 3) Along with each sold machine, you write a description of how to use it.</p> <p>Which of the following is NOT appropriate for you to do:</p> <p>A. For step1: Patent the idea</p> <p>B. For step 2: Register the machine name "TKDDFS" as the your trademark</p> <p>C. For step 3: Copyright the description you have written</p> <p>D. For step 3: Patent the description you have written.</p>	
1(i)	Which of the following will breach copyright in Australia assuming there are no agreements made between parties?	
	<p>A. A user has downloaded shareware software and has given it to a friend without the creator's permission</p> <p>B. A competitor copies the look and feel of the product.</p> <p>C. The publisher translates material from English to another language to sell the material overseas</p> <p>D. A competitor uses a similar name for their product, which has a similar purpose</p>	

1(j)	Which is not a goal of Computer Security?	
	<p>A. To prevent users from repudiating actions done via the computer;</p> <p>B. To build a system that is completely secure from all kinds of attacks;</p> <p>C. To be able to detect intrusion and anomalies in the system;</p> <p>D. To be able to recover quickly from attack/intrusion.</p>	
1(k)	Which of the following statements is <u>not</u> true of Australian software copyright law?	
	<p>A. All original software has copyright upon creation.</p> <p>B. A copyright does <u>not</u> provide protection for the original idea and/or procedure implemented in the software.</p> <p>C. A software may be reverse-engineered without infringing copyright, as long as none of the code is taken from the source software.</p> <p>D. A software copyright may be sold by the copyright holder</p>	
1(l)	_____ was a client-centric system with a database that contained personal information on the 1.3 million licensed drivers and 1.9 million registered vehicles in Western Australia.	
	<p>A. Myki</p> <p>B. MDI Star Wars</p> <p>C. Trelis</p> <p>D. AMS</p>	
1(m)	Which one of techniques is not used to manipulate personal data?	
	<p>A. Data Mining</p> <p>B. Data understanding</p> <p>C. Data Merging</p> <p>D. Data Matching</p>	

1(n)	The following statement is a classical example of _____.	
	<p>“Unleashing one or more programs that disrupts the transmission of electronic information across one or more computer networks, including the Internet.”</p> <p>A. Cybercrime B. Cyber piracy C. Cyber trespass D. Cyber vandalism</p>	
1(o)	Which of these statements is true about "Legal Liability"?	
	<p>A. Does not attribute blame or fault to those held liable B. Does not necessarily attribute blame (in a moral sense) C. Attributes blame (or praise) to individuals D. Notions of guilt and shame apply, but no legal punishment or compensation need result</p>	
1(p)	What is not true about contracts?	
	<p>A. A contract must contain consideration (ie one person gives another person something for completing a task), dates and signatures B. A contract can be oral, but there must be a third party involved to prove the oral contract exists C. If there is a major misunderstanding of a contract, it can be deemed as invalid D. All parties involved must be in agreement.</p>	
1(q)	Which of the following statements about trademarks is not correct?	
	<p>A. A trademark is a type of intellectual property, and typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. B. You have to register your trade mark before using it. C. Initial registration of trade mark is for 10 years. D. You can get an assessment service for your proposed trade mark before you make a formal application for registration.</p>	

1(r)	Hackers can use the computers of innocent persons as “host computers” to initiate their attacks. This technique is called _____.	
	<ul style="list-style-type: none"> A. tampering B. spoofing C. hacking D. hijacking 	
1(s)	Which statement is NOT correct?	
	<ul style="list-style-type: none"> A. Writing a mission statement should be short and to the point. B. Writing a mission statement should be motivating C. Writing a mission statement should be exaggerated D. Writing a mission statement should say what you want to achieve in the current market 	
1(t)	Which of the following is not a characteristic of a profession:	
	<ul style="list-style-type: none"> A. Allows skill development; B. Core body of knowledge; C. Highly paid; D. Certification required. 	

Proceed to Question 2 →

Question 2 Copyright, IP [20 marks]

Consider the following scenario, and answer the questions that follow:

Samantha works for a firm that specialises in Mobile Applications development. She has been invited to deliver a training course about iPhone programming to her colleagues. After some discussion with her Manager (John) and the HR Manager (Neil) at the firm, she decides to accept the opportunity. She finally signs the contract.

A week before the training is to start, she realizes that the training manual provided to her by her Manager is out-dated and sub-standard. She decides to develop her own material from scratch. The training course comes to an end and she receives great feedback from her colleagues. At the end of the training she makes an appointment to meet Neil. She discusses the matter of new training material and finally enquires about the payment process. To her surprise, Neil tells her that she will not be paid for the training material development. Neil finally adds that, training manual development and any extra payments can only be approved by her Manager, John. Samantha leaves the meeting with a feeling of great discontentment. She feels cheated and angry. She does not feel that the money paid to her, covers the hours and effort she put into developing the training material and manual.

She finally decides not to continue working for the firm. The matter gets worse when the John asks her to hand over all the new training materials. Samantha refuses to do so, but she is told that the training manual and material are the intellectual property of the firm.

2.1 (2 marks) List the stakeholders in the above scenario.

2.2 (6 marks) Do you think is there an *ethical* dilemma in the above scenario?
If yes, why and if no, why?

2.3 (3 marks) How could this problem have been averted?

- 2.4 (6 marks) Do you think that the training manual and materials developed by Samantha in this scenario are the intellectual property of the firm? Give a reason for your answer.

- 2.5 (3 marks) How should Samantha have ensured she only did work which she was paid for?

Proceed to Question 3 →

Question 3 Social Networking [20 marks]

Consider the following scenario and answer the questions that follow:

Lucy posts some complaints about Dr. Green on her Facebook page. She says he's a terrible lecturer and that he plays favourites amongst the students. Roger responds by posting a doctored photo of Dr. Green with devil horns and blood coming out of his mouth. Melisa's follow-up comment is that Dr. Green "should be fired and put on the police list of sex offenders."

More and more people post comments (some with images) until Lucy's page comes to the attention of the university administration. Lucy and several of the people who posted comments are called in for disciplinary action. The school administration blocks Facebook from the school network. The students are very upset about the blocking of Facebook.

3.1 (6 marks) What is the netiquette/ethical issue mentioned in the above scenario?

3.2 (4 marks) What is your opinion of the students who made the posts on Facebook? Provide reasoning for your answer.

3.3 (4 marks) What other actions could the university have taken instead of blocking Facebook? Provide reasoning for your answer.

[illegible]

Proceed to Question 4 →

Question 4 Security and Privacy [20 marks]

Consider the following scenario and answer the questions that follow:

If the wrong Internet address is accidentally typed into a web browser, sometimes a fraudulent website opens up and the user might be tricked into entering personal information or downloading malicious software onto their computer. This kind of fraud is called "typosquatting" or "cybersquatting."

Cybercriminals sometimes register web addresses (also called "domain names" or "URLs") that are similar to the web addresses of popular websites or are common misspellings of popular websites.

For example, instead of www.microsoft.com, cybercriminals might create a web page with the address:

www.micrsoft.com

www.micosoft.com

www.mircosoft.com

If you enter an incorrect web address, you might be taken to a place where you'll see an ad for the site you really wanted. But if you click that ad, you might get to where you want to go, but you might also help scammers earn money, which in turn might increase the cost of merchandise from the scammed company.

In addition to getting others to make money for them, typosquatters and cybersquatters can download malicious software programs and spyware onto the unprotected computers of people who visit their sites.

- 4.1 (4 marks) Should 'domain registration providers' be allowed to register misspellings of popular website? Provide a reason for your answer.

4.2 (4 marks) List the stakeholders in the above scenario

4.3 (6 marks) Should there be a law that prevents cybersquatting? Give reasons for your answer.

[illegible]

4.4 (6 marks) List a few measures which could be taken to prevent the issue discussed in the scenario.

Proceed to Question 5 →

Question 5 SWOT Analysis [20 marks]

5.1 (10 marks)

Perform a SWOT analysis of **Apple** as an organisation.

Think of the following components-

What products do customers of Apple buy or obtain?

How does Apple as an organisation advertise, sell and earn their money?

Which products of Apple are dominating the market?

What do you think about Apple as an IT organisation?

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

5.2 (10 marks)

Compare the business models of Apple and Google.

Think of the following components and explain how they differ for Google and Apple.

- (a) (4 marks) What products do customers of Google buy or obtain? How do they compare with Apple?

- (b) (3 marks) How does Google as an organisation advertise, sell and earn their money?

- (c) (3 marks) How does Apple as an organisation advertise, sell and earn their money?

END OF EXAM

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