

Question 1 (10 marks)

RSS Rich Site Summary (originally RDF Site Summary, often dubbed Really Simple Syndication) is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.

An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship. RSS feeds benefit publishers by letting them syndicate content automatically.

RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, or mobile-device-based. The user subscribes to a feed by entering into the reader the feed's URI or by clicking a feed icon in a web browser that initiates the subscription process. The RSS reader checks the user's subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds. RSS allows users to avoid manually inspecting all of the websites they are interested in, and instead subscribe to websites such that all new content is pushed onto their browsers when it becomes available.

Now answer the following questions:

- (a) (3 marks) Is any material available as a RSS feed available for syndication (i.e. does the user have legal rights to re-use/publish the material in part or all)?

Well no, not exactly. It means that the content contained in an RSS feed is in a format that is syndication friendly, if the copyright holder allows for syndication. Offering a feed for syndication does not in fact grant any legal rights to anyone to reuse the feeds content beyond what the Copyright laws grant as Fair Use.

- (b) (4 marks) Who holds the copyright for the material published as an RSS feed? Is it legally wrong to reproduce (re-publishing in a different form) the content of an RSS feed? Is it ethically wrong to do so?

The author owns the copyright. In practice, while your feed might legally be protected, you could literally spend weeks attempting to protect the contents of your feed.

Morally and ethically speaking it is wrong to reproduce the content. Legally it may be a totally different scenario because legal gray areas are introduced with Search Engines indexing feeds and RSS Feed Directories including copy written feeds, in their categorized directories.

Most people publishing content via RSS support republication of feeds. Because the technology is fairly new, the laws and legalities are still murky. It is assumed that content in RSS is protected by copyright laws but let us not forget the Internet is global and there is not a centralized body governing what is right or what is wrong. Not only does law and technology collide the laws of different countries, those creating the feed and those displaying the contents of the feed may contradict each other.

(c) (3 marks) How will you as a user distinguish between a legitimate RSS directory and someone simply reproducing the contents of a feed for personal gain (such as creating their own RSS feeds or publishing in another form for financial benefits)?

- For a legitimate RSS feed appropriate credit is given, and that site managers include links back to their website in the item description field, or use teaser copy in the RSS feed's Item description field, linking back to the home website which contains the full contents of the post.
- Look for these and read about the author.
- Search for metadata

Question 2 (10 marks)

For five years, computer microprocessor makers We-Are-The-One Corporation and Processors-R-Us Inc., both use the phrase “Works like lightening thunder” on their labels. We-Are-The-One files a suit against Processors-R-Us, claiming trademark infringement.

Processors-R-Us argues that the phrase is not generally associated with any particular firm, pointing to other companies that use the same phrase on their labels.

If this lawsuit goes to the court, in which company's favour is the court likely to rule, and why?

The court is most likely to rule in favor of the defendant Processors-R-Us, because the phrase “Works like a lightening thunder” is generic and therefore cannot be owned by the plaintiff We-Are-The-One Corporation.

That the phrase is generic is indicated by its use by other companies on their labels. Also, that both processor makers have used the phrase on their labels for the same period of time supports a finding that the phrase is generic.

The court might consider the words of the phrase, “lightening” and “thunder,” and reason that there is nothing distinctive about the words or their combination, nor has the phrase developed a secondary meaning or any other attributes that would support a conclusion in the plaintiff's favour (Most important thing to remember- the word is not “Innovative”, “substantive” and “distinct”).

Question 3 (10 marks)

What is your opinion of Apple's win over Samsung in the patent war? What do you think will be repercussions of such a victory?

Note: Calling Apple or Samsung an unethical organisation will fetch a zero for this question- the question is about post-Apple win of the patent dispute and not about your personal preferences of one brand over the other.

- It will positively impact Apple's business in the U.S. It is inevitable that this action will negatively influence the evolution of the smartphone and tablet industry therefore bearing this effect on the users of the technology.
- The downside to an aggressive strategy of litigation is the creation of an environment where innovation is stifled.
- A potential repercussion of the decision is that companies will increase patenting their design ideas and innovations as a way to cover themselves from future legal situations like this. This could lead to an increase in companies profiting solely by licensing their ideas to other companies rather than using them in their own products, as well as a potential increase in patent disputes themselves.
- It could also affect the investors. (How can this happen?)
- Impact on consumer choice
- Impact on reputation of the organisation- both positive and negative

Question 4 (20 marks)

Fitz works in an accounting firm in Perth. He has a lot of vacant times in his hands during the lean period of the business. He often chats online with his friends and some acquaintances. In addition to that he spends a long time surfing on the net browsing different websites.

Fitz's colleague- Ben makes a complaint about him to the System Administrator (Marc) who is his friend. Ben mentions Fitz's reckless use of net to the system administrator while having lunch with him. Marc feels alarmed about this- as soon as he returns from the lunch he runs a detailed scan on Fitz's workstation. To his shock, he finds out something suspicious.

But in order to confirm his suspicions, he needs to do some more analysis.

As a part of the whole process Marc installs a script in Fitz's home drive (which cannot be seen by Fitz as it is hidden). Two days later he finds out that Fitz has been visiting pornographic websites as well as the adult chatting websites. He immediately takes the matter to the Managing Director of the department who then calls Fitz, explains him the situation and suspends him till any further notice.

Fitz feels that his rights have been violated and files a legal case against the department. The Managing Director is slightly nervous about it and does not want any negative publicity.

Now answer the following questions:

- (a) (5 marks) Was the System Administrator ethical in doing what he did? Provide an explanation for your reasoning.

Yes his actions were unethical. Verbal complaints should not be actioned. In addition to that he needs to inform Fitz. Fitz's privacy has been violated. Everyone has a right to privacy. Marc needed to follow a chain of command and talk to his superiors before taking action on his own.

He has violated the ethics of being a system administrator.

- (b) (5 marks) How do you think the Managing Director would have behaved if she were a *relativist*?

- Briefly define relativism,
- Follow social/cultural norms, what does that mean in terms of being in Australia
- No universal right or wrong though
- Depends upon person- MD may or may not fire/suspend Fitz.

- (c) (5 marks) How do you think the Managing Director would have behaved if she were a *deontologist*?

- Briefly define deontology,
- Follow duty/law of the organisation
- This will translate to – watching porn is a problem and not acceptable
- MD will suspend Fitz

(d) (5 marks) How do you think the Managing Director would have behaved if she were a *utilitarian*?

- Briefly define utilitarianism,
- Actions don't bring happiness (in terms of organisation's reputation)
- Creates unprofessional environment (everybody works under strain)
- This will translate to – watching porn is does not lead to greater good of the organisation
- MD will suspend Fitz or may even let go with a stern warning.

Question 5 (10 marks)

You have been hired as a part of graduate recruitment program by a telecommunication firm. You have been delegated to develop a component of a system in a language that you have not previously studied; using an environment you have never seen before. Your industry mentor is oblivious to this - indeed they assume you must have studied this, 'after all, don't they teach you all this stuff at university?'. Your industry mentor is obviously very busy, heavily committed to various meetings and you really don't like to bother her.

Now answer the following questions:

1. (3 marks) Who would you speak to and why?

- Mentor first; try again (send email for documentation purposes)
- Then your immediate supervisor
- If not their supervisor and finally HR.

2. (3 marks) What will you say?

- Be very honest
- Tell them how you feel
- Do not hide or add/remove facts from the situation

3. (4 marks) Does the ACS Code of Ethics and Code of Professional Conduct and Professional Practice support your decisions? How?

Student to quote the relevant passages from ACS code that applies to the present scenario.

Question 6 (20 marks)

ABCD Leisure Centre has hired you to help them with their marketing decision-making. Read the following facts:

1. The Center is located within a two-minute walk of the main bus station, and is a fifteen-minute ride away from the local railway station.
2. There is a competition standard swimming pool; although it has no wave machines or whirlpool equipment as do competing local facilities.
3. It is located next to one of the largest shopping centers in Melbourne.
4. It is one of the oldest centers in the area and needs some cosmetic attention.
5. Due to an increase in disposable income over the last six years, local residents have more money to spend on leisure activities.
6. There has been a substantial decrease in the birth rate over the last ten years.
7. In general people are living longer and there are more local residents aged over fifty-five now than ever before.
8. After a heated argument with the manager of a competing leisure center, the leader of a respected local scuba club is looking for a new venue.
9. The local authority is considering privatizing all local leisure centers by the year 2015.
10. Press releases have just been issued to confirm that ABCD Leisure Center is the first center in the area to be awarded quality assurance standard ISO 9002.
11. A private joke between staff states that if you want a day-off from work that you should order food from the Center's canteen, which has never made a profit.
12. The Center has been offered the latest sporting craze.
13. ABCD Leisure Center has received a grant to fit special ramps and changing rooms to accommodate the local disabled.
14. It is widely acknowledged that ABCD has the best-trained and most respected staff of all of the centres in the locality.

Perform a SWOT analysis on ABCD Leisure Centre, based upon the above information. Place the numbers inside S, W, O and T quadrants. As an example, two of these have been added for you on the next page.



<div>STRENGTHS</div> <div>1, 13, 14</div> <div>2</div> <div>10</div>	<div>WEAKNESSES</div> <div>4, 11</div> <div>2</div>
<div>OPPORTUNITIES</div> <div>10</div> <div>7,3,5,8,9,12</div>	<div>THREATS</div> <div>6</div>

END OF EXAM