



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS  
UNIVERSITY EXAMINATION FOR THE DEGREE OF BED  
ARTS/SCIENCE/SNE/IR/ACTUARIAL/BBA  
4<sup>TH</sup> YEAR I<sup>ST</sup> SEMESTER 2022/2023 ACADEMIC YEAR  
(MAIN CAMPUS)**

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**COURSE CODE: ITB 9106**

**COURSE TITLE: IT AND SOCIETY**

**EXAM VENUE:**

**DATE:**

**EXAM SESSION:**

**TIME:**

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**INSTRUCTIONS:**

- 1) Answer Questions 1 (Compulsory) and ANY other Two (2) Questions**
- 2) Candidates are advised not to write on the question paper**
- 3) Candidates MUST hand in their answer booklets to the invigilator while in the examination room**
- 4) No mobile phones in the examination room.**

1. Which of the following ethical guidelines suggests that you put yourself in the place of others, and think of yourself as the object of the decision?
  - A. Kant's categorical imperative
  - B. The risk aversion principle
  - C. The utilitarian principle
  - D. The Golden Rule
  - E. The "no free lunch" rule
2. When a cookie is created during a website visit, it is stored:
  - A. On the website's server.
  - B. On the hard drive of the visitor's computer.
  - C. On the ISP's servers.
  - D. In the browser's application settings.
  - E. Nowhere, because they are only used during a visit and are discarded once a visitor leaves the website.
3. The Network Advertising Initiative is an industry association that:
  - A. Encourages self-regulation to develop a set of privacy guidelines for its members.
  - B. Protects user privacy during interactions with websites.
  - C. Has established technical guidelines for ensuring privacy.
  - D. Regulates the use of customer information by firms.
  - E. Is a safe harbor program established by the U.S. government.
4. Which of the following forms of protection of intellectual property requires that the property be the subject of a nondisclosure agreement?
  - A. Copyright
  - B. Patent
  - C. All forms of intellectual property protection
  - D. Trademark
  - E. Trade secret
5. Which of the following protects the authors of a book from having their work copied by others?
  - A. Patent protection
  - B. Due process
  - C. Copyright law
  - D. Fair Use Doctrine
  - E. Trade Secret law
6. Which of the following is not protected by copyright law?
  - A. Musical compositions
  - B. Motion pictures
  - C. Maps
  - D. Artwork
  - E. Machines
7. Advertisers use \_\_\_\_\_ in order to display more relevant ads based on a user's search and browsing history.
  - A. Behavioral targeting
  - B. Web bugs
  - C. NORA
  - D. Intelligent agents
  - E. FIP principles

8. \_\_\_\_\_ allows an organization to collect personal information without the user's explicit consent.
- A. A safe harbor
  - B. The opt-in model
  - C. FIP principles
  - D. P3P
  - E. The opt-out model
9. \_\_\_\_\_ grants the owner exclusive ownership of the ideas behind an invention for 20 years.
- A. Copyright law
  - B. Trademark law
  - C. Patent law
  - D. Trade secret protection
  - E. Privacy law
10. Redesigning and automating business processes can be seen as a double-edged sword because:
- A. Increases in efficiency may be accompanied by job losses.
  - B. Increases in efficiency may be accompanied by poor data quality.
  - C. Support for middle-management decision making may be offset by poor data quality.
  - D. Reliance on technology results in the loss of hands-on knowledge.
  - E. It can concentrate power in the hands of senior executives.
11. \_\_\_\_\_
12. Which of the following best describes how new information systems can result in legal gray areas?
- A. They work with networked, digital data, which are more difficult to control than information stored manually.
  - B. They result in new situations that are not covered by old laws.
  - C. They are implemented by technicians rather than managers.
  - D. They are created from sets of logical and technological rules rather than social or organizational mores.
  - E. They are little understood by politicians or lawyers.
13. Which of the following best describes the effect that new information technology has on society?
- A. It has a dampening effect on the discourse of business ethics.
  - B. It has a ripple effect, raising new ethical, social, and political issues.
  - C. It is beneficial for society as a whole, while raising dilemmas for consumers.
  - D. It has a waterfall effect in raising ever more complex ethical issues.
  - E. It has a magnifying effect, creating increasing numbers of ethical issues.
14. The obligations that individuals and organizations have concerning rights to intellectual property involve which of the following moral dimensions of the information age?
- A. Property rights and obligations
  - B. System quality
  - C. Accountability and control
  - D. Information rights and obligations
  - E. Quality of life
15. The obligations that individuals and organizations have regarding the preservation of existing values and institutions fall within which of the following moral dimensions of the information age?
- A. Family and home
  - B. Property rights and obligations

- C. System quality
  - D. Accountability and control
  - E. Quality of life
16. Which of the following is not one of the current key technology trends that raises ethical issues?
- A. Data storage improvements
  - B. Data analysis advancements
  - C. Increase in data quality
  - D. Increase in use of mobile devices
  - E. Advances in networking technology
17. Which of the five moral dimensions of the information age do the central business activities of DoubleClick involve?
- A. Property rights and obligations
  - B. System quality
  - C. Accountability and control
  - D. Quality of life
  - E. Information rights and obligations
18. The use of computers to assemble data from different sources to create digital dossiers of detailed information about individuals is known as which of the following?
- A. Profiling
  - B. Phishing
  - C. Spamming
  - D. Targeting
  - E. Spyware
19. \_\_\_\_\_ means that you accept the potential costs and obligations for the decisions you make.
- A. Responsibility
  - B. Accountability
  - C. Liability
  - D. Due process
  - E. Duty
20. All of the following are steps in the process for analyzing an ethical issue except:
- A. assigning responsibility.
  - B. identifying the stakeholders.
  - C. identifying the options you can reasonably take.
  - D. identifying and clearly describing the facts.
  - E. identifying the potential consequences of your options.
21. A colleague at work takes small amounts of office supplies for her own personal use, saying that this is a tiny loss to the company. You tell her that if everyone were to take office supplies, then the loss would no longer be minimal. Your rationale expresses which of the following ethical principles?
- A. Kant's Categorical Imperative
  - B. The Golden Rule
  - C. The Risk Aversion Principle
  - D. The "No free lunch" rule
  - E. The slippery-slope rule
22. A man steals from a grocery store in order to feed his starving family. Which of the following best expresses the utilitarian principle in evaluating this situation?
- A. His action is acceptable, because the grocer suffers the least harm.

- B. His action is acceptable, because the higher social value is the survival of the family.
  - C. His action is wrong, because the man would not want the grocer to steal from him.
  - D. His action is wrong, because if everyone were to do this, the concept of personal property is defeated.
  - E. His action is wrong, because the grocery store owner is harmed.
23. Which of the following best describes Immanuel Kant's categorical imperative?
- A. If an action cannot be taken repeatedly, then it is not right to be taken at any time.
  - B. One should take the action that produces the least harm or incurs the least cost.
  - C. One can put values in rank order and understand the consequences of various courses of action.
  - D. If an action is not right for everyone to take, it is not right for anyone to take.
  - E. You should act towards others as you would like them to act towards you.
24. The ethical "no free lunch" rule states that:
- A. If an action cannot be taken repeatedly, then it is not right to be taken at any time.
  - B. One should take the action that produces the least harm or incurs the least cost.
  - C. One can put values in rank order and understand the consequences of various courses of action.
  - D. If something someone else has created is useful to you, it has value, and you should assume the creator wants compensation for this work.
  - E. If an action is not right for everyone to take, it is not right for anyone to take.
25. Which ethical rule states that if an action cannot be taken repeatedly, it is not right to take at all?
- A. Slippery-slope rule
  - B. Lemming rule
  - C. High-failure cost rule
  - D. Utilitarian principle
  - E. Golden Rule
26. Which of the following statements about spam is not true?
- A. Most spam originates from bot networks.
  - B. Cell phone spam usually comes in the form of SMS text messages.
  - C. Spam costs for business are very high.
  - D. Spamming has mushroomed because it is so inexpensive and can reach so many people.
  - E. Spamming is more tightly regulated in the United States than in Europe.
27. Which of the five moral dimensions of the information age does the weakening of boundaries between work and family life involve?
- A. Quality of life
  - B. System quality
  - C. Accountability and control
  - D. Information rights and obligations
  - E. Property rights and obligations
28. Redesigning and automating business processes can be seen as a double-edged sword because:
- A. Increases in efficiency may be accompanied by job losses.
  - B. Increases in efficiency may be accompanied by poor data quality.
  - C. Support for middle-management decision making may be offset by poor data quality.
  - D. Reliance on technology results in the loss of hands-on knowledge.
  - E. It can concentrate power in the hands of senior executives.

29. Which of the following is the most common reason that business systems fail?
- A. Software bugs
  - B. Software errors
  - C. Hardware failures
  - D. Facilities failures
  - E. Data quality
30. Which of the following is a primary drawback to the "do anything anywhere" work environment?
- A. It makes work environments less pleasant.
  - B. It creates a digital divide.
  - C. It centralizes power at corporate headquarters.
  - D. It blurs the traditional boundaries between work and family time.
  - E. It leads to employees being paid less for the total amount of work performed.

## QUESTION TWO

- a) Your grandmother is quite forgetful and as a legal guardian, you have the authority to access her bank account to pay her bills. Her account has some 2 million in deposit from remittances from her children abroad. As the adhoc account manager, would it be ok to deduct a small service "service fee" for your services? Yes or No? Discuss the ethical considerations involved (10 marks)
- b) Using the scenario described in the previous illustration you have a temporary need for 50, 000 to pay your bills. You should be able to repay the loan when you get paid end month. Is it in order to proceed on and lend yourself money from your grandnother's account? Discuss the ethical dilemma in this situation. Since your grandmother is so forgetful you feel there's no point in asking her permission -you expect that she would probably say yes, anyway. (10 marks)

## QUESTION THREE

- (a) Explain the role of culture as it applies to ethics in information technology. (10 marks)
- (b) Identify the five moral dimensions that are involved in political, social, and ethical issues and briefly describe each. Of these, which do you think is the most difficult for society to deal with? Support your opinion. (10 marks)

## QUESTION FOUR

- a) Discuss five challenges faced by computer professionals in the execution of their duties in any organization today (10 marks)
- b) How does the use of electronic voting machines act as a "double-edged sword?" What moral dimensions are raised by this use of information technology? (10 marks)

## QUESTION FIVE

- a) One of the capabilities of Internet communication is the ability of the individual to appear essentially anonymous by using made-up user names. Is anonymity the same thing as privacy, and should it be a right? What ethical issues are raised by increased anonymity? (10 marks)
- b) Isaac and Jane are friends, both working in the same bank. They are paid according to the number of hours they work. Isaac has access to database records for monthly earnings of each employee in the bank. In the month of September last year Jane had her house painted, bought new furniture for the house and new car. Isaac became suspicious and decided to access Jane's records to find out whether her earnings were enough to allow her to buy all those.
  - i. If Isaac suspected that Jane would have been getting money using unfair means would his actions be acceptable?
  - ii. Do you think Isaac's action caused harm to anyone? If so which of the theories would support Isaac's actions? (10 marks)