

CHUKA UNIVERSITY

SUPPLEMENTARY/RESIT EXAMINATION

ACSC 371: Professional Computing Ethics, Laws and Marketing

STREAM: ACSC Y3S2

TIME: 2HOURS

INSTRUCTIONS: Answer question one and any other two questions

QUESTION ONE

- (a) With reference to the current level of information technology advancement, identify five unethical privacy concerns and suggest feasible strategies to protect individual privacy (10mks)
- (b) With the aid of practical examples, justify the need for Applied Computer Science students to study law (7 mks)
- (C) Briefly explain benefits of marketing to computing professionals (7mks)
- d) Explain the benefits of branding (6mks)

QUESTION TWO

- (a) Assume you are a member of an international computer company involved in manufacturing and selling of computer products and services. The chief executive officer has requested you to prepare the companies code of ethics. Identify the major issues you would include in the company's code of ethics (10mks)
- (b) Discuss any three major factors that influence consumer behaviour in any industry (10mks)

QUESTION THREE

- (a) Explain the benefits associated software developers who seek intellectual property legal protection (10mks)
- (b) Explain any three methods for segmenting markets for consumer goods in Kenya (10mks)

QUESTION FOUR

- (a) Discuss any two promotion methods that a computer professional can apply to communicate with consumers (10mks)
- (b) Briefly explain the product life cycle (10mks)