

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
APPLIED COMPUTER SCIENCE**

ACSC 371: PFOFESSIONAL COMPUTING ETHICS, LAWS AND MARKETING

STREAMS: ACSC Y3S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE

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

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 (10marks)
- (b) Discuss any three major factors that influence consumer behaviour in any industry.(10marks)

QUESTION THREE

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

QUESTION FOUR

- (a) Discuss any two promotion methods that a computer professional can apply to communicate with consumers. (10marks)
- (b) According to the Computer Misuse and Cybercrimes Act No. 5 of 2018..... “A person who causes, whether temporarily or permanently, a computer system to perform a function, by infringing security measures, with intent to gain access, and knowing such access is unauthorized, commits an offence and is liable on conviction, to a fine not exceeding five million shillings or to imprisonment for a term not exceeding three years, or to both. Explain any five such offences that may lead to such penalties. (10marks)
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