

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI
Second Semester - 2017-2018
Professional Ethics
HSS F343 (Close Book)
Comprehensive Examination

Room No. 6157/6158/6159
Date: 05.05.2018

Max Marks: 40.0
Duration: 3 Hours

- All questions are compulsory.
 - All questions carry equal marks.
1. Define whistle-blowing. Describe and discuss the conditions for justified whistle-blowing. Are whistle-blowers disloyal agents? You may reply in the affirmative or in the negative with the help of Loyal Agent Argument.
 2. State and analyze three issues of Advertising Ethics namely Deceptive Advertising, Irrational Persuasion and the Impact of Advertising. You may use examples to elaborate your answer.
 3. Define engineering ethics. State and discuss the standards and values for an engineer with special reference to the value of Integrity. You may conclude the answer with your own assessment.
 4. **YouTube illegally collects data on kids, probe sought**
The Times of India, AP | Updated: Apr 10, 2018, 06:59 IST
The fine print of YouTube's terms of service has a warning that goes unheeded by millions of children who visit YouTube to watch cartoons, nursery rhymes, science experiments or videos of toys being unboxed. "If you are under 13 years of age, then please do not use the service," the terms say. "There are lots of other great web sites for you." In a complaint filed on Monday, child advocates and consumer groups are asking the Federal Trade Commission to investigate and impose potentially billions of dollars of penalties on Google for allegedly violating children's online privacy and allowing ads to target them. "Google profits handsomely from selling advertising to kid-directed programs that it packages," said Jeff Chester, director of one of the groups that drafted the complaint. "They created a successful model monetizing kids' data." YouTube's business model relies on tracking IP addresses, search history, device identifiers, location and other personal data about its users so that it can gauge their interests and tailor advertising to them. But a 1998 federal law prohibits internet companies from knowingly collecting personal data from kids under 13 without their parents' consent. The coalition accuses YouTube of violating that law and deliberately profiting off luring children into what Chester calls an "ad-filled digital playground" where commercials for toys, theme parks or sneakers can surface alongside kid-oriented videos. YouTube said in an emailed statement that it "will read the complaint thoroughly and evaluate if there are things we can do to improve." Although it's not known if the FTC will take action, the complaint comes at a time of increased public scrutiny over the tech industry's mining of personal data and after the FTC opened an investigation last month into Facebook's privacy practices.
[Use theoretical details of the themes of Business Ethics and Computer Ethics and an ethical theory of your choice to discuss the case.]