



Daffodil International University

Faculty of Science & Information Technology

Department of Computer Science & Engineering

Mid Examination, Fall 2025

Course Code: CSE431 Course Title: Social and Professional Issues in Computing

Level:4 Term:2 Batch:62

Time: 01:30 Hrs

Marks: 25

Answer ALL Questions [Optional]

[The figures in the right margin indicate the full marks and corresponding course outcomes. All portions of each question must be answered sequentially.]

1.	Kabir has recently learned about the potential advantages of sharing personal data online for targeted advertising. He is now considering allowing different mobile applications to access his location and browsing history to receive more personalized recommendations and services. Analyze the possible benefits of sharing personal data for targeted advertising. Illustrate with examples how both companies and individuals can gain benefit from this practice.	[5]	CO1
2.	On a widely used social media platform, a user publishes a comment expressing a controversial political opinion. While some members of the community perceive the post as a legitimate exercise of free expression, others report it as offensive and potentially harmful to a specific social group. The platform's content moderation team faces a complex dilemma, removing the post may be interpreted as a restriction on freedom of speech, whereas permitting it to remain could be construed as tacit endorsement of harmful or discriminatory content. The ensuing debate rapidly spreads among users, highlighting tensions between individual expression, community safety, and societal norms. Evaluate how online platforms can balance the right to free speech with the need to prevent offensive or harmful content. What ethical and social considerations should guide their decisions?	[5]	CO2

3.	SilkLotus is a rapidly growing online retail business based in Southeast Asia that sells beauty and personal care products to customers worldwide. To improve customer experience, SilkLotus collects information such as names, email addresses, phone numbers, shipping addresses, payment details, and browsing behavior on its website. They also track customer preferences and purchase history to provide personalized recommendations and targeted promotions. As SilkLotus expands, the management team is concerned about protecting customer privacy and complying with data protection regulations. They want to implement business tools and policies to safeguard customer data, prevent unauthorized access, and handle sensitive information ethically. At the same time, customers are increasingly worried about how their personal data is used and shared, and some are considering ways to protect their privacy while shopping online. Explain what business tools and policies SilkLotus should implement to protect customer privacy and what privacy-enhancing technologies or strategies customers can use to safeguard their personal information while shopping online.	[5]	CO2
4.	You are currently working as the Director of Customer Experience at “OneBank,” a prominent online-only financial institution recognized for its innovative digital banking services and strong customer focus. Your project aims to reduce customer call wait times, improve operational efficiency, and increase the resolution rate of customer complaints through the implementation of an advanced AI-powered chatbot system. This initiative seeks to harness artificial intelligence to better understand customer behavior, deliver quick and accurate responses, and create a more seamless and satisfying service experience. To achieve this, the project will utilize both existing customer information, including service records, call histories, and complaint logs, as well as newly collected sensitive data such as voice recordings, sentiment analysis results, and key interaction patterns. What are the key principles of data collection and use? Among these principles, identify which are relevant to OneBank AI-powered chatbot project and explain how those principles apply in this context.	[5]	CO1
5.	A group of individuals discovers a vulnerability in a government website and uses it to post messages criticizing certain environmental policies. In addition, they temporarily disrupt some online services to draw public attention to their cause. News outlets and social media quickly pick up the story, sparking widespread debate. Some members of the public praise the group for highlighting an important social and environmental issue, arguing that conventional methods of protest have been ignored. Others, however, condemn the actions as illegal, unethical, and potentially harmful, pointing out the risks to public trust and security. Based on the scenario, identify the type of hacking involved and discuss whether such actions are ethically acceptable, providing reasons to support your viewpoint.	[5]	CO1