Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 08-10-2025 **Time:** 11.45am to 01.15pm

School: SOCSE	**Program:** B.Tech.	
Course Code :CSD2016	**Course Name:** Data Ethics & Privacy	
Semester: V	**Max Marks**: 50	**Weightage**:25%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**46**	**44**			

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks. **5Q x 2M=10M**

1	Define Data Privacy	**2 Marks**	**L1**	**CO1**
2	Define the principle of beneficence in ethics.	**2 Marks**	**L1**	**CO1**
3	Why is non-maleficence important in Data Science ?	**2 Marks**	**L2**	**CO1**
4	Why is pseudonymization important under GDPR?	**2 Marks**	**L2**	**CO2**
5	Differentiate between intended use and function creep	**2 Marks**	**L2**	**CO2**

Part B

Answer the Questions. **Total Marks 40M**

6.	**a.**	Illustrate the case of Google Flu Trends (GFT) by applying ethical analysis to explain why the project failed and what lessons it provides for future data-driven decision-making	**10 Marks**	**L3**	**CO1**
	b.	Apply the four major ethical principles to a real-life data-driven decision-making scenario and illustrate their importance.	**10 Marks**	**L3**	**CO1**
		Or			
7.	**a.**	Apply ethical principles to the Facebook Emotional Contagion Experiment and illustrate why it was controversial. What lessons can be learned for future social media research?	**10 Marks**	**L3**	**CO1**
	b.	Differentiate between Utilitarianism, Deontological Ethics, and Virtue Ethics	**10 Marks**	**L3**	**CO1**

8.	**a.**	Describe different types & apply to real-life digital scenarios and illustrate how privacy can be compromised and protected.	**10 Marks**	**L2**	**CO2**
	b.	Differentiate between malware and spyware, highlighting their key characteristics, purposes, and potential impacts on computer systems	**10 Marks**	**L2**	**CO2**
		Or			
9.	**a.**	Explain bias mitigation techniques in data-driven systems. Highlight their key characteristics and how they help in reducing bias	**10 Marks**	**L2**	**CO2**
	b.	Explain how bias affected the recruitment process of Amazon's AI hiring algorithm and suggest measures to mitigate such issues in future AI-based hiring systems	**10 Marks**	**L2**	**CO2**