Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 11 – 12- 2025 **Time:** 01:00pm – 04:00pm

School: SOCSE	**Program:** B. Tech CSE (Big Data)	
Course Code : CBD3411	**Course Name:** Data Governance, Ethics and Privacy	
Semester: VII	**Max Marks**:100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	26	26	24	-

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. **10Q x 2M=20M**

1.	Who is a data owner?	**2 Marks**	**L1**	**CO1**
2.	What is the purpose of a data policy?	**2 Marks**	**L1**	**CO1**
3.	Define anonymization.	**2 Marks**	**L1**	**CO2**
4.	Explain the term “privacy by design.”	**2 Marks**	**L1**	**CO2**
5.	What is data breach reporting?	**2 Marks**	**L1**	**CO2**
6.	What causes algorithmic bias in machine learning?	**2 Marks**	**L1**	**CO3**
7.	What does transparency in AI systems mean?	**2 Marks**	**L1**	**CO3**
8.	Define informed consent in ethical data sourcing.	**2 Marks**	**L1**	**CO3**
9.	What is the difference between Collibra and Apache Ranger?	**2 Marks**	**L1**	**CO4**
10.	Mention any two benefit of cloud governance.	**2 Marks**	**L1**	**CO4**

Part B

Answer the Questions. **Total Marks 80M**

11.	**a.**	Explain how data stewardship contributes to data quality improvement.	**10 Marks**	**L2**	**CO1**
		Or			
12.	**a.**	Explain the importance of metadata in big data and AI systems.	**10 Marks**	**L2**	**CO1**
13.	**a.**	Determine how COBIT supports data governance and IT management in real time.	**10 Marks**	**L3**	**CO1**
		Or			
14.	**a.**	Illustrate the data lifecycle using a real-world example.	**10 Marks**	**L3**	**CO1**
15.	**a.**	Describe the main components of the California Consumer Privacy Act (CCPA).	**10 Marks**	**L2**	**CO2**
		Or			
16.	**a.**	Explain how consent management systems enhance user privacy control.	**10 Marks**	**L2**	**CO2**
17.	**a.**	Describe the concept of privacy by design with a real-world example.	**10 Marks**	**L2**	**CO2**
		Or			
18.	**a.**	Describe the steps of conducting a privacy risk assessment.	**10 Marks**	**L2**	**CO2**
19.	**a.**	Explain the relationship between fairness, equity, and non-discrimination in AI.	**10 Marks**	**L2**	**CO3**
		Or			
20.	**a.**	Describe the role of transparency and explainability in building trustworthy AI.	**10 Marks**	**L2**	**CO3**
21.	**a.**	Explain the pillars of Responsible AI.	**10 Marks**	**L2**	**CO3**
		Or			
22.	**a.**	Explain how accountability mechanisms can prevent unethical AI behavior.	**10 Marks**	**L2**	**CO3**
23.	**a.**	Explain how data classification protects sensitive information.	**10 Marks**	**L2**	**CO4**
		Or			
24.	**a.**	Describe the audit and compliance lifecycle in data governance.	**10 Marks**	**L2**	**CO4**
25.	**a.**	Explain how Apache Ranger manages fine-grained access control for Hadoop ecosystems.	**10 Marks**	**L2**	**CO4**
		Or			
26.	**a.**	Describe ethical issues faced by data professionals and possible solutions.	**10 Marks**	**L2**	**CO4**