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Code No. : 13157 S N/O

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS), HYDERABAD*Accredited by NAAC with A++ Grade***B.E. III-Semester Supplementary Examinations, August-2023****Human Values and Professional Ethics-II**

(Common to Civil, ECE & Mech.)

Time: 2 hours

Max. Marks: 40

*Note: Answer all questions from Part-A and any Four from Part-B***Part-A (4 × 2 = 8 Marks)**

Q. No.	Stem of the question	M	L	CO	PO
1.	How can we balance individual rights with the common good?	2	3	1	10,12
2.	As a new employee at a company, you are assigned a project that is due in two weeks. You know that the project is important, but you also have a lot of other work to do. How do you ensure that you are personally accountable for completing the project on time?	2	3	2	10,12
3.	You are participating in an online discussion about a controversial topic. You disagree with one of the other participants, and they start to become aggressive and disrespectful. What do you do?	2	3	3	10,12
4.	In 2016, during the US presidential election, there was a widespread misuse of social media. Russian-backed trolls and bots spread misinformation and propaganda on social media platforms like Facebook and Twitter. This had a significant impact on the election, and it raised serious concerns about the misuse of social media. What can be done to prevent the misuse of social media in the future?	2	3	4	10,12
Part-B (4 × 8 = 32 Marks)					
5. a)	Background In recent years, there has been a growing awareness of the importance of ethical accountability in the tech industry. This is due to a number of high-profile cases of unethical behavior by tech companies, such as the Cambridge Analytica scandal and the Equifax data breach. Problem One of the main challenges to ethical accountability in the tech industry is that it can be difficult to define what is ethical. The tech industry is constantly evolving, and new technologies raise new ethical challenges. For example, it is not always clear whether it is ethical for tech companies to collect and use personal data. Another challenge to ethical accountability in the tech industry is that it can be difficult to enforce. There are often no clear consequences for unethical behavior by tech companies, and it can be difficult to prove that a tech company has acted unethically.	4	3	1	10,12

	Question				
b)	<p>How can we improve ethical accountability in the tech industry?</p> <p>What value orientation emphases are embedded in the following list of statements or proverbs?</p> <ol style="list-style-type: none"> 1. A happy heart is good medicine. 2. The best way to predict the future is to create it. 3. No one is an island. 4. The measure of a man is not how he falls, but how he rises. 	4	4	1	10,12
6. a)	<div data-bbox="496 645 783 1077" data-label="Image"> </div> <p>What does this cartoon say about Ethical Accountability at work? What are your views on Moonlighting?</p>	4	3	2	10,12
b)	<p>Case Study:</p> <p>Company: XYZ Manufacturing is a medium-sized manufacturing company specializing in automotive parts.</p> <p>Issue: XYZ Manufacturing is experiencing a decline in employee morale and engagement.</p> <p>Background: The decline in employee morale and engagement is attributed to the company's recent decision to implement mandatory overtime due to increased production demands. This decision has resulted in employees having to work long hours, including weekends, without any additional compensation or time off.</p> <p>Question:</p> <p>What steps can XYZ Manufacturing take to address the decline in employee morale and engagement resulting from mandatory overtime?</p>	4	3	2	10,12
7. a)	<p>Here is a case study on ethical accountability in reporting celebrities using a case study:</p> <p>Background</p> <p>In recent years, there has been a growing awareness of the importance of ethical accountability in reporting celebrities. This is due to a number of high-profile cases</p>	3	3	3	10,12

	<p>of unethical behavior by the media, such as the paparazzi pursuit of Princess Diana and the hacking of voicemails by the News of the World.</p> <p>Problem</p> <p>One of the main challenges to ethical accountability in reporting celebrities is that it can be difficult to balance the public's right to know with the right to privacy of celebrities. Celebrities are public figures, but they are also human beings with a right to privacy.</p> <p>Another challenge to ethical accountability in reporting celebrities is that the media is often under pressure to publish sensational stories, even if they are not true. This can lead to the spread of misinformation and the invasion of privacy.</p> <p>Case Study</p> <p>In 2017, the media was widely criticized for its coverage of the suicide of Kate Spade. The media published numerous stories about Spade's mental health and her personal life, even though her family had asked for privacy. This coverage was seen as unethical by many people, who felt that it exploited Spade's death and violated her privacy.</p> <p>Question</p> <p>How can the media improve ethical accountability in reporting celebrities?</p>				
b)	<p>Scenario:</p> <p>You are a student representative in a college known for its diverse student population, encompassing various cultural, religious, and linguistic backgrounds. Recently, there have been incidents of cultural insensitivity, discrimination, and exclusionary behavior within the campus. As a proactive step, the college administration has assigned you the responsibility to create an inclusive environment that celebrates diversity and promotes understanding among students.</p> <p>Ethical Question:</p> <p>How can you, as a student representative, promote diversity, inclusion, and understanding among students in your college?</p>	5	4	3	10,12
8. a)	<p>Case Study: Balancing Privacy and Public Interest: The Journalist's Dilemma</p> <p>Scenario:</p> <p>You are a journalist working for a prominent news organization. You receive a tip from an anonymous source about a well-known public figure who is allegedly involved in a scandalous and illegal activity. The information, if true, has the potential to significantly impact the public's perception of the individual and may have broader implications for society. However, the source refuses to provide any evidence or reveal their identity, making it difficult to verify the claims.</p> <p>Answer these questions.</p>	4	3	4	10,12

	Should you proceed with reporting based solely on an anonymous source, or should you decline to cover the story without further evidence? What steps can you take to verify the claims and ensure accuracy before publishing the story?				
b)	Case study: Facts: A 17-year-old boy, named John, is in a coma after a car accident. John's parents have decided to donate his organs if he is declared brain dead. There are several people on the waiting list for John's organs. Question: What are the ethical considerations involved in this case?	4	4	4	10,12
9. a)	Here's a parable with questions on values: The Parable of the Good Samaritan: A man was traveling from Jerusalem to Jericho when he was attacked by robbers. They stripped him of his clothes, beat him and left him half dead by the side of the road. A priest happened to be going down the same road, and when he saw the man, he passed by on the other side. So too, a Levite, when he came to the place and saw him, passed by on the other side. But a Samaritan, as he traveled, came where the man was; and when he saw him, he took pity on him. He went to him and bandaged his wounds, pouring on oil and wine. Then he put the man on his own donkey, brought him to an inn and took care of him. The next day he took out two denarii and gave them to the innkeeper. 'Look after him,' he said, 'and when I return, I will reimburse you for any extra expense you may have.' Questions: 1. What is the central message of the parable of the Good Samaritan? 2. Who were the characters in the parable and what did they do? 3. How did the Good Samaritan show compassion to the injured man? 4. What qualities or values did the Good Samaritan demonstrate in this parable?	4	2	1	10,12
b)	Here is a case study on the recent conflict between Elon Musk and Mark Zuckerberg after the launch of Threads: Background: Threads: Threads is a new social media app that was launched by Meta (formerly Facebook) in October 2022. The app is designed to be a more private and intimate way for people to connect with their close friends. Elon Musk: Elon Musk is the CEO of Tesla and SpaceX. He is also a vocal critic of Meta and its founder, Mark Zuckerberg. Conflict:	4	5	2	10,12