Program:	S.Y.B.COM (MS)	**Semester:**	III	**Program Code:**	UGMS02
Course:	Ethics and Etiquettes in Digital Technologies			**Course Code:**	NUMS310
Duration:	1 Hour	**Examination Pattern:**	NEP-Autonomous - External	**Max. Marks:**	30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1	(a)	**Analyse the following case study and answer the questions.**	[05]	CO's	KL's
		"A Group Chat Gone Wrong" – A Lesson in Digital Etiquette Riya, a second-year management student, was appointed coordinator for her college's annual fest. To manage communication, she created a WhatsApp group including faculty members, student volunteers, and external sponsors. The group was meant for sharing updates, announcements, and task assignments. One evening, a volunteer, Arjun, became frustrated with repeated last-minute changes to his responsibilities. In anger, he posted rude messages late at night, criticizing the event's management and blaming Riya. Since the group included faculty members and sponsors, his messages created an unprofessional impression. Riya immediately replied angrily, asking Arjun to leave the group if he could not be respectful. Other volunteers joined the conversation, and the disagreement quickly turned into a heated online argument. The next morning, a faculty member held a meeting to address the issue. Students were reminded about respectful digital communication and professionalism in shared online communities. The faculty planned a workshop on digital etiquette for all members. Arjun submitted a written apology, while Riya received guidance on handling conflicts calmly. The team also created separate groups for internal discussions and formal sponsor updates and introduced clear digital communication guidelines. **Questions:** Q1. What was the purpose of the WhatsApp group created by Riya? Q2. Explain why Arjun's messages were considered inappropriate in the WhatsApp group. Q3. Identify the digital etiquette rules that were broken. Q4. If you were a volunteer in the group, explain how you would respond to the conflict while following digital etiquette. Q5. Evaluate the steps taken by the faculty after the incident. Were they effective? Justify your answer.		CO2	L1-L5

	(b)	**Fill in the blanks with an appropriate answer from the alternatives given.**					[05]		
		I	CCPA stands for _____.						
			a.	Collective Consumer Privacy Act	b.	Canada Consumer Privacy Act			
			c.	China Consumer Privacy Act	d.	California Consumer Privacy Act			
		II	Downloading pirated movies is an example of _____ behaviour.						
			a.	fair	b.	responsible		CO1, CO2,	L1
			c.	ethical	d.	unethical		CO3,	
		III	_____ involves responsible use of technology, including understanding copyright laws, evaluating information sources, and recognizing misinformation.					CO4	
			a.	Behaviour etiquette	b.	Plagiarism			
			c.	Algorithmic bias	d.	Digital literacy			
		IV	An ethical hacker is also known as a_____.						
			a.	Red Hat Hacker	b.	Black Hat Hacker			
			c.	Grey Hat Hacker	d.	White Hat Hacker			
		V	Using all capital letters in messages is considered _____.						
			a.	speaking	b.	saying			
			c.	requesting	d.	shouting			
Q. 2		**Attempt any ONE of the following.**					**[10]**	**CO's**	**KL's**
	(a)	Define email etiquette and list any eight email etiquette rules.						**CO2**	**L1**
		OR							
	(b)	State the netiquette rules to be followed during virtual meetings.						**CO2**	**L1**
Q. 3		**Attempt any ONE of the following.**					**[10]**	**CO's**	**KL's**
	(a)	Explain the significance and applications of digital ethics with the help of real-world examples.						**CO1**	**L2**
		OR							
	(b)	Explain the key features of the GDPR and CCPA data privacy regulations.						**CO1**	**L2**

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