Answer Question 1 and two other questions.

Question 1 is worth 40 marks.

Questions, 2, 3, and 4 are worth 30 marks each.
Q.1. Ouzel Solutions Ltd. was established in Dublin in 2005 to provide IT solutions to the cargo shipping sector. The company has grown significantly since its foundation and has established two mainland European branches to cope with its growing business in the regions. Recently the company has developed a new system which incorporates software for managing dispatch records, shipment tracking, and delivery recording. This software runs on a new handheld device that Ouzel has also developed. The company believe that their product is unique and it will give them a competitive edge on their competitors when it is launched in 3 months time.

(a) As the newly appointed solicitor to Ouzel Solutions Ltd. you see the urgent need to protect the intellectual property rights for this new system.

Explain in detail what you will do. (18 marks)

(b) Having protected the rights of the new system, you now realise that there is a need to implement a company wide intellectual property rights policy so that Ouzel Solutions Ltd. can gain competitive advantage from their intellectual property.

Explain in detail what you will do. (12 marks)

(c) You are also aware that you have a responsibility to protect the intellectual property of your suppliers.

Explain how you will protect that. (10 marks)

Q.2. (a) In the context of the Data Protection Act explain the meaning of

i. Data Controller
ii. Data Subject. (6 marks)

(b) Explain what you understand by the main principles of the Act. (10 marks)

(c) Outline the rights of the Data Subject. (8 marks)

(d) Clarify why certain data is exempted from the Act. (6 marks)
Q.3. (a) Explain how the Pierce and Henry (1996) Model for ethical decision
making might be used by professionals in the ICT sector to formulate
an Ethics Strategy for their organisation. (15 marks)

(b) Give an account of how management in an IT organisation might
apply Maslow’s Hierarchy of Needs to their day to day responsibilities
for their employees. (15 marks)

Q.4. Using appropriate diagrams and/or examples, write comprehensive
notes explaining on any THREE of the following in an Information
and Communications Technology context:

i. The Irish Courts System
ii. The Peter Principle
iii. The advantages and disadvantages of outsourcing
iv. ISO 9000 certification for software development
companies.

(3 x 10 marks each)