

**MOUNT KENYA UNIVERSITY**  
**BIT 4206 IMPACT OF ICT IN BUSINESS AND SOCIETY**

**CONTINUOUS ASSESSMENT TEST ONE**

***Instructions***

Answer all the questions

- a) Discuss the issues that concern people regarding the privacy and security of data in ICT systems (4 marks)
- b) Discuss the possible effects of using social media sites on individuals and society. Your discussion should include the following:
- (i) The protection of personal data
  - (ii) Ethical factors
  - (iii) Cultural factors. (9 marks)
- c) Explain what measures you would take to protect an ICT system and why you would take them. Your explanation should include:
- (i) hardware measures
  - (ii) software measures
  - (iii) Procedures. (9 Marks)
- d) Using relevant examples explain the intrinsic characteristics of innovations that influence an individual's decision to adopt or reject an innovation as defined by Rogers, (1962). (8 Marks)