UPES
End Semester Examination, 9th December 2024
Course: **AI and Big Data Law**
Semester: **IX**
Program: **B TECH CSE LLB**   Time   : 03 hrs.
Course Code: **CLCB5016**   Max. Marks: 100

Instructions: Kindly attempt all parts of a question together.

SECTION A
(5Qx2M=10Marks)

S. No.		Marks	CO
Q 1	Summarize the definition of big data.	2	CO1
Q 2	Briefly summarize large language models.	2	CO1
Q 3	List two characteristics of 'personal data'.	2	CO1
Q 4	Summarize the definition of machine learning.	2	CO1
Q 5	Briefly summarize deep learning.	2	CO1

SECTION B
(4Qx5M= 20 Marks)

Q 6	Describe the concept of deepfakes.	5	CO2
Q 7	Differentiate between primary data and secondary data.	5	CO2
Q 8	Describe the Alan Turing Test of Artificial Intelligence.	5	CO2
Q 9	Differentiate between supervised learning and unsupervised learning.	5	CO2

SECTION-C
(2Qx10M=20 Marks)

Q 10	Analyze the statement "The advent of generative AI could be a defining moment for disinformation and hate speech".	10	CO3
Q 11	Analyze the statement "The Indian business landscape is evolving at a rapid pace and data is becoming increasingly important to businesses across industries. With the advent of big data analytics, businesses are now able to harness the power of data to gain insights that can help them make better decisions, improve operations and drive growth.".	10	CO3

	SECTION-D **(2Qx25M=50 Marks)**		
Q 12	As per India's new Data Protection Law, verifiable consent has been one of the prime causes of concern, especially regarding rights of children. The law states that verifiable consent of parent/ lawful guardian is required to process personal data of children and persons with disabilities. A. Examine the relevant provisions of the Digital Personal Data Protection Act, 2023 that enshrines "verifiable consent" regarding children. (15 marks) B. Critique the obligations regarding children's data under the abovementioned Act. (10 marks)	**25**	**CO4**
Q 13	**Attempt either I. or II.** **I.** A company, MedData Solutions, develops a generative AI tool named "SymptomAnalyzer" to assist healthcare providers in diagnosing patients based on input symptoms and medical history. The AI is trained on a vast dataset of medical records and diagnostic guidelines and is widely adopted in clinics for its quick and often accurate results. However, over time, some patients report receiving incorrect diagnoses that led to adverse health outcomes. In several cases, SymptomAnalyzer's suggestions missed critical conditions or recommended inappropriate treatments, leading to harm. A. Examine who should be held accountable for the harm caused—the developer, MedData Solutions, for designing the AI, or the healthcare providers who relied on it? (15 marks) B. Critique the generative AI technology regarding challenges mentioned above. (10 marks) **OR** **II.** A tech company, InnovateAI, develops a generative AI software called "Vera," designed to assist businesses in automating content creation for marketing. The AI learns from vast amounts of online data, generating targeted advertisements and social media posts. A company, AdPro, integrates Vera into its marketing operations. Without human review, Vera produces an ad campaign that includes copyrighted material and promotes biased messaging that offends several communities. In response, multiple lawsuits are filed against AdPro for copyright infringement and discrimination.	**25** **OR** **25**	**CO4** **OR** **CO4**

	A. Examine to what extent should generative AI be held accountable for content creation? (15 marks) B. Critique the current Indian policy guidelines illustrated by the Niti Ayog regarding artificial intelligence. (10 marks)		