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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Management

Mid - Term Examinations - November 2024

Semester: III

Course Code: BBA3075

Course Name: Digital Media Law

Program: BBD

Date: 06-11-2024

Time: 11.45am - 01.15pm

Max Marks: 50

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M =10M

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|---|--|---------|----------|-----|
| 1 | Define Digital Media Laws. | 2 Marks | Remember | CO1 |
| 2 | List the key components of the Statute of Anne. | 2 Marks | Remember | CO1 |
| 3 | What are the principles of Utilitarianism in digital media regulation? | 2 Marks | Remember | CO1 |
| 4 | Explain the relationship between copyright laws and digital media. | 2 Marks | Remember | CO2 |
| 5 | Identify one challenge associated with Fair Use in digital media. | 2 Marks | Remember | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|--|----------|------------|-----|
| 6 | Describe the evolution of digital media from radio to OTT platforms. | 10 Marks | Understand | CO1 |
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Or

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| 7 | Explain the jurisprudence behind the emergence of Digital Media Laws. | 10 Marks | Understand | CO1 |
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- 8 Compare and contrast the theories of Teleological and Deontological ethics in digital media. 10 Marks Understand CO1
- Or
- 9 Analyze the role of Constitutional safeguards in protecting the freedom of speech in the context of digital media. 10 Marks Understand CO1
- 10 Discuss the historical developments that led to the emergence of Digital Media Laws, from the Statute of Anne to the OTT Regulations Bill. 10 Marks Understand CO1
- Or
- 11 Explain the significance of the Fair Use doctrine in digital media and its impact on copyright law. 10 Marks Understand C1
- 12 Examine the implications of trademark laws on digital media platforms. 10 Marks Understand CO2
- Or
- 13 Evaluate the influence of copyright law on computer software in the digital age. 10 Marks Understand CO2