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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 11- 01-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOM-UG | **Program**: BBA (DIGITAL MARKETING)  |
| **Course Code :** BBA3075 | **Course Name :** Digital Media Law |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | 14 | 18 | 22 | 24 | 22 |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level**  | **CO** |

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| **1** | Define the term “OTT Platform” in the context of digital media. | **2 Marks** | **Remember** | **CO1** |
| **2** | List two historical developments that influenced Digital Media Laws. | **2 Marks** | **Remember** | **CO1** |
| **3** | What is the purpose of Copyright Laws in the digital context? | **2 Marks** | **Remember** | **CO2** |
| **4** | State two challenges of implementing the Fair Use principle in digital media. | **2 Marks** | **Remember** | **CO2** |
| **5** | Define the term “Hate Speech” and its legal implications on social media. | **2 Marks** | **Remember** | **CO3** |
| **6** | What is the difference between Libel and Slander in digital media? | **2 Marks** | **Remember** | **CO3** |
| **7** | List out the importance of laws on Confidential Information for businesses. | **2 Marks** | **Remember** | **CO4** |
| **8** | List two categories of Confidential Information protected under digital media laws. | **2 Marks** | **Remember** | **CO4** |
| **9** | Discuss the significance of public interest in digital media reporting. | **2 Marks** | **Remember** | **CO5** |
| **10** | Briefly explain the role of Contempt of Court in regulating digital media. | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | **Bloom's Level**  | **CO** |
| **11** |  | Discuss the role of utilitarian and deontological theories in shaping the jurisprudence of Digital Media Laws. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** |
| **12** |  | Analyze the transition of media regulations from Statute of Anne to the OTT Regulations Bill. | **7 Marks** | **Understand** | **CO2** |

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| **13** |  | Examine the challenges posed by Copyright Law for digital media creators and consumers. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **14** |  | Discuss the relationship between Patents and digital innovations in technology-driven industries. | **7 Marks** | **Understand** | **CO3** |

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| **15** |  | Analyze the socio-legal implications of Hate Speech and how it impacts racial and religious harmony on digital platforms. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **16** |  | Evaluate the defense of Privacy in cases of public disclosures on digital platforms. | **7 Marks** | **Understand** | **CO4** |

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| **17** |  | Discuss how Malicious Falsehood laws are applied in the context of online misinformation. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **18** |  | Explain the exceptions that allow the disclosure of confidential information for investigative journalism. | **7 Marks** | **Understand** | **CO5** |

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| **19** |  | Explore the legal challenges faced by Journalistic Privilege in the era of digital media. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **20** |  | Assess the role of Judicial Activism in ensuring transparency and accountability in digital media laws. | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level**  | **CO** |

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| **21** | Examine the evolution of digital media laws and their relevance in the regulation of social media platforms. | **15 Marks** | **Apply** | **CO2** |
| **22** | Discuss a hypothetical case involving Copyright infringement on a popular streaming platform, analyzing the legal outcomes. | **15 Marks** | **Apply** | **CO3** |
| **13** | **Case Study:**A social media influencer was accused of hate speech and defamation for a controversial post. Evaluate the legal defenses and consequences of their actions. | **15 Marks** | **Apply** | **CO4** |
| **14** | Analyze the implications of the Fundamental Right to Knowledge on digital media transparency and consumer awareness. | **15 Marks** | **Apply** | **CO5** |