

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: PGL3054

Course Name: Media IP and Digital Content Regulation

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	30	60

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define personality rights.	2	CO1	BT1
2	Discuss whether personality rights survive after death in India?	2	CO1	BT1
3	Explain the concept of moral rights under copyright law.	2	CO1	BT1
4	Briefly explain the concept of Collective Management Rights.	2	CO1	BT1
5	Discuss whether consent is necessary for the commercial use of a celebrity's image.	2	CO1	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	<p>A music composer assigns economic rights in his compositions to a production company. The company later licenses the music for use in a political campaign endorsing a controversial ideology. The composer publicly disagrees with the ideology and claims that association with the campaign damages his reputation and artistic credibility.</p> <p>Discuss whether moral rights can be invoked to prevent such use. Analyze the relationship between economic rights, freedom of contract, and protection of artistic integrity.</p>	10	CO2	BT5

7	<p>A historical archive digitally enhances and colorizes old black-and-white photographs of a renowned photographer to make them accessible to modern audiences. The photographer's heirs claim that colorization distorts the artistic intent and violates moral rights.</p> <p>Discuss whether public interest in preservation and accessibility can override moral rights. Examine the balancing approach courts may adopt.</p>	10	CO2	BT4
---	--	----	-----	-----

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Examine whether unauthorized use of a celebrity's name, voice, likeness, or persona in digital media including AI-generated content and deepfakes, violates personality rights. How can such protection be reconciled with freedom of speech under Article 19(1)(a)?	10	CO2	BT4
9	<p>An author assigns translation rights of her novel to a publishing company. The translated version contains several interpretative changes that dilute cultural nuances and alter the tone of the original narrative. Critics attribute the weak translation to the author and her literary reputation suffers.</p> <p>Advise whether the author can invoke moral rights against distortion in translation.</p>	10	CO2	BT3

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Examine the legal implications of licensing clauses in social media platform agreements. Do such licenses amount to an assignment of copyright? Explain.	10	CO1	BT4
11	Discuss the determination of authorship and ownership of content created and posted on social media platforms. How do statutory provisions and platform terms of service affect such ownership?	10	CO1	BT4

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Examine whether public figures are entitled to the same degree of privacy as private individuals. Discuss with	10	CO2	BT5

reference to judicial precedents.

13

Analyse the tension between personality rights and the media's right to report under Article 19(1)(a). Can news reporting, biographical films, and documentaries use a person's identity without consent?

10

CO2

BT4