



## Even Semester End Term Examination, May / June 2026

**Date: 15/05/2026**

**Time: 09.30 AM - 12.30 PM**

**Course Code: PGL3054**

**Course Name: Media IP and Digital Content Regulation**

**Semester: Second Semester**

**Max. Marks: 100**

**Weightage: 50%**

| CO - Levels | CO1 | CO2 | CO3 | CO4 | CO5 |
|-------------|-----|-----|-----|-----|-----|
| Marks       | 20  | 20  | 40  | 60  | 40  |

### PART A: Answer Following Questions. 20 M

| Qn.No | Questions                                                                                                                                                                 | M | CO  | BT  |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----|-----|
| 1     | A photographer uploads her work on a social media platform and finds it reposted without credit. Which IP right is violated and what remedy is available?                 | 2 | CO1 | BT1 |
| 2     | Explain the concept of personality rights in media law.                                                                                                                   | 2 | CO1 | BT1 |
| 3     | Distinguish between authorship and ownership under copyright law with reference to media content such as films, music, and digital creations.                             | 2 | CO1 | BT1 |
| 4     | Explain the concept of moral rights under the Copyright Act, 1957.                                                                                                        | 2 | CO1 | BT1 |
| 5     | Explain briefly how intellectual property rights and freedom of speech under Article 19 of the Constitution may sometimes come into conflict in digital content creation. | 2 | CO1 | BT1 |
| 6     | Define the concept of collective management of rights. Why is it considered important in the entertainment and broadcasting industry?                                     | 2 | CO1 | BT1 |
| 7     | Explain the significance of WIPO Internet Treaties in strengthening copyright protection for online and digital content.                                                  | 2 | CO1 | BT1 |
| 8     | Briefly explain why deepfakes create serious legal and ethical challenges in the field of intellectual property and media law.                                            | 2 | CO1 | BT1 |
| 9     | Why is copyright protection necessary for content creators on social media platforms such as YouTube, Instagram, and Facebook?                                            | 2 | CO1 | BT1 |
| 10    | A filmmaker claims his work was distorted after release. Identify which right is affected?                                                                                | 2 | CO1 | BT1 |

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

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                                               | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 11           | A content creator uploads videos on a platform that later claims ownership through its terms of service. Analyze the issue of ownership and licensing of social media content. | 10       | CO2       | BT2       |
| 12           | A celebrity's image is used in a meme that goes viral without permission. Discuss the balance between freedom of speech and personality rights.                                | 10       | CO2       | BT2       |

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

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                                 | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 13           | A director claims authorship over a film, while the producer claims ownership. Analyze the distinction between authorship and ownership with relevant case laws. | 10       | CO3       | BT3       |
| 14           | Evaluate the role of WIPO Internet Treaties in addressing challenges posed by digital content distribution.                                                      | 10       | CO3       | BT3       |

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

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                                                                        | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 15           | Analyze the impact of deepfakes on intellectual property and personality rights in the digital era.                                                                                                     | 10       | CO3       | BT3       |
| 16           | A deepfake video of a public figure is circulated during elections, causing reputational harm. Examine the legal issues involved, including personality rights, freedom of speech, and regulatory gaps. | 10       | CO3       | BT3       |

**PART E: Answer Any 1 Following Questions. 15 M**

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 17           | <p>A global social media platform hosts large volumes of user-generated content, including videos, music, and artwork. Several creators allege that their copyrighted works are being uploaded, modified, and monetized without authorization, while the platform claims protection as an intermediary.</p> <p>Critically analyze the scope of intermediary liability, safe harbour protection, and the obligations of such platforms in preventing copyright infringement.</p> | 15       | CO4       | BT4       |
| 18           | <p>A filmmaker discovers that his film has been edited, truncated, and altered by a digital distributor for commercial and regulatory reasons, affecting its original narrative and artistic intent.</p> <p>Critically examine the scope and enforceability of moral rights under</p>                                                                                                                                                                                           | 15       | CO4       | BT4       |

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| copyright law in such situations, and discuss whether these rights can override contractual obligations. |  |  |  |
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**PART F: Answer Any 1 Following Questions. 15 M**

| Qn.No | Questions                                                                                                                                                                                                                                                                                                                                                                                | M  | CO  | BT  |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 19    | <p>The rapid development of deepfake technology has enabled the creation of highly realistic but fabricated audio-visual content using the likeness of individuals.</p> <p>Analyze the legal challenges posed by deepfakes in the context of intellectual property rights, personality rights, and existing regulatory frameworks, and evaluate whether current laws are sufficient.</p> | 15 | CO4 | BT4 |
| 20    | <p>A dispute arises where multiple stakeholders, authors, composers, performers, and producers, claim entitlement to royalties from digital streaming of a film on OTT platforms.</p> <p>Critically evaluate the role of copyright law and collective management organizations in determining ownership, authorship, and equitable distribution of royalties.</p>                        | 15 | CO4 | BT4 |

**PART G: Answer Any 1 Following Questions. 20 M**

| Qn.No | Questions                                                                                                                                                                                                                                                                                                                                                                                                                                         | M  | CO  | BT  |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 21    | <p>A copyright society is accused of mismanaging funds, delaying royalty payments, and lacking transparency in distribution mechanisms, leading to dissatisfaction among creators in the media industry.</p> <p>Critically evaluate the role, responsibilities, and regulatory framework governing collective management organizations, and suggest reforms to enhance accountability.</p>                                                        | 20 | CO5 | BT5 |
| 22    | <p>The rise of digital content creation has empowered individuals to freely express themselves online; however, it has also led to widespread misuse and unauthorized exploitation of intellectual property.</p> <p>Critically analyze the constitutional balance between freedom of speech and expression under Article 19 and the protection of intellectual property rights, highlighting judicial approaches to resolving such conflicts.</p> | 20 | CO5 | BT5 |