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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

TEST 1

Winter Semester: 2021 - 22

Course Code: MGI 246

Course Name: Digital Media Laws

Program & Sem: BBA (DM)

Date: 26th April 2022

Time: 11.30 AM to 12.30 PM

Max Marks: 30

Weightage: 15%

Instructions:

(i) Read the all questions carefully and answer accordingly.

(ii) All the questions are mandatory.

(iii) The answers must be relevant and to the point only.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE marks.

(5Qx 1M= 5M)

1. YouTube is a kind of

(C.O.No.1) [Knowledge]

A. Conventional Media

B. Electronic Media

C. Digital Media

D. social media

2. The study of Law is called as

(C.O.No.1) [Knowledge]

A. Lawyering

B. Advocacy

C. Philosophy

D. Jurisprudence

3. Digital Media Laws are in nature

(C.O.No.1) [Knowledge]

A. Local

B. National

C. International

D. Universal

4. Criticizing something is to

(C.O.No.3) [Comprehension]

A. Analyze

B. Finding faults

C. Rejecting

D. Finding gap

5. The first Media Laws were enacted in

(C.O.No.1) [Knowledge]

A. United States of America

B. India

C. United Kingdom

D. China

Part B [Thought Provoking Questions]

Answer the Question. The question carries TEN marks.

(1Qx10M=10M)

Q.NO. 6. Article 19 (1) (a) provides the fundamental right to speech and expression to every citizen. Analyze the importance of this constitutional provision for the Digital Media Law.

(C.O.No.2) [Analysis]

Part C [Problem Solving Questions]

Answer the Question. The question carries FIFTEEN marks.

(1Qx15M=15M)

Q.NO. 7. The Deontological and Teleological theories form the base of laws because of their respective relevance. Explain in detail about these theories and their significance for the Digital Media Law studies.

(C.O.No.1) [Comprehension]



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

TEST-2

Winter Semester: 2021 - 22

Course Code: MGI 246

Course Name: Digital Media Laws

Program & Sem: BBA (DM)

Date: 1st June 2022

Time: 11:30 AM to 12:30 PM

Max Marks: 30

Weightage: 15%

Instructions:

- (i) *Read the all questions carefully and answer accordingly.*
- (ii) *All the questions are mandatory.*
- (iii) *The answers must be relevant and to the point only.*
-

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries One mark.

(5Qx 1M= 5M)

1. Copyright means

- A. Right to copy
- B. Permission to copy
- C. Non granted rights
- D. Protection from copy

(C.O.No.1) [Knowledge]

2. The study of Law is called as

- A. Lawyering
- B. Judgeship
- C. Philosophy
- D. Jurisprudence

(C.O.No.1) [Knowledge]

3. The term 'Obscenity' has been derived from which language?

- A. French
- B. German
- C. Latin

4. Digital Media Laws aims to

- A. Protect Journalists
- B. Maintain Law and Order in the Digital Media Sphere
- C. Promote Lawyers
- D. Promote Digital Marketing

(C.O.No.3) [Comprehension]

5. The first Media Laws were enacted in

- A. 17th Century
- B. 5th Century
- C. 20th Century
- D. 21st Century

(C.O.No.1) [Knowledge]

Part B [Thought Provoking Questions]

Answer both the Questions. Each question carries Five marks

(2Qx5M=10M)

6. "There is no doubt that with the rise of digital media and a shift in consumer trends, traditional media lost a lot of its appeal. Yet the law appears to bent towards the traditional media more than the former one".

In the light of the above statement, elucidate the possible reasons that digital media is not as well addressed by the Indian law as it works in traditional media. (C.O.No.2) [Analysis]

7. 'Utilitarianism is not just a jurisprudential theory but it the baseline argument in support of the digital media laws in a given legal system.' Analyze the statement. (C.O.No.2) [Analysis]

Part C [Problem Solving Questions]

Answer the following Question. This question carries Fifteen marks

(1Qx15M=15M)

8. Freedom of speech and expression is the basic fundamental right. It is expanding with the expansion of digital media, but the restriction cannot be expanded. Discuss in the light of relevant Constitutional provisions. (C.O.No.1) [Comprehension]



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM EXAMINATION

Winter Semester: 2021 - 22

Course Code: MGI 246

Course Name: Digital Media Law

Program & Sem: BBA Digital Marketing 4th Sem

Date: 30th June 2022

Time: 01:00 PM – 04:00 PM

Max Marks: 100

Weightage: 50%

Instructions:

(i) *Read all the questions carefully and answer accordingly.*

(ii) *All the questions are mandatory.*

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO marks.

(5Qx 2M= 10M)

Q.NO. 1. Fundamental Rights is an important provision of which of the following:

- A. Child Rights
- B. Indian Constitution
- C. Media Law
- D. Fundamental Research

(C.O.No.2) [Comprehension]

Q.NO. 2. Digital Media Laws is a part of

- A. Management Studies
- B. Marketing studies
- C. Jurisprudential studies
- D. Commerce studies

(C.O.No.1) [Knowledge]

Q.NO. 3. As per the Indian Copyright (Amendment) Act 2012, the term of Copyright extends to

- A. 60 years
- B. 50 years
- C. 80 years
- D. 100 years

(C.O.No.4) [Knowledge]

Q.NO. 4. Trademark protection is a provision of which of the following:

A. Ethical Studies

B. IPR Laws

C. Trade and Business Law

D. Media Laws

(C.O.No.2) [Knowledge]

Q.NO. 5. Select the example that represents a violation of Copyright Law?

A. Quoting from a journal article in your research paper

B. Copying several chapters from a text book and distributing it in your name

C. Playing 30 seconds of a commercial song during a cultural event

D. Photographically reproducing artwork that is in the public domain

(C.O.No.4) [Analysis]

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries TEN marks.

(5Qx10M=50M)

Q.NO. 6. What do you mean by the public interest in terms of digital media laws? What place does it possess in the Indian Legal system? Elucidate. (C.O.No.3) [Comprehension]

Q.NO. 7. How do we know when a statement is defamatory? Explain it in the light of the concept of Libel and Slander. (C.O.No.4) [Knowledge]

Q.NO.8. What is the significance of Intellectual Property Laws for the Digital Media studies? Examine in detail the difference between the Copyright, Patent and Trademark as per the IPR Laws. (C.O.No.1) [Comprehension]

Q.NO.9. What is COPINE Project? How far it has been successful for the legal system of European Digital Media Network? (C.O.No.2) [Comprehension]

Q.NO.10. What is fair use of a copyright work, and what are the possible factors that must be considered in order to determine whether a particular use is fair? (C.O.No.2) [Analysis]

Part C [Problem Solving Questions]

Answer any TWO questions. Each question carries TWENTY marks. (2Qx20M=40M)

Q.NO.11 Freedom of speech and expression is the basic fundamental right. It is expanding with the expansion of digital media, but the restriction cannot be expanded. Discuss in the light of relevant Constitutional provisions. (C.O.No.3) [Analysis]

Q.NO.12. The Deontological and Teleological theories form the base of laws because of their respective relevance. Explain in detail about these theories and their significance for the Digital Media Law studies. (C.O.No.2) [Comprehension]

Q.NO. 13. Digital Media Law study is an inevitable subject to be taught in a democratic and developing nation. Explain in your own words with creative examples. (C.O.No.1) [Analysis]

