

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : BBA3075

Course Name : Sem IV - BBA3075 - Digital Media Laws

Program : BBD

Date : 14-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*
- (iv) Do not write any information on the question paper other than Roll Number.*

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Give the correct chronological order of Invention: Mobile Phone, Radio, Telephone, Television (CO1) [Knowledge]
2. Who does the Censorship of content in OTT platform? (CO1) [Knowledge]
3. What is Trademark? (CO2) [Knowledge]
4. What is meant by Copyright? (CO3) [Knowledge]
5. What is Libel? (CO2) [Knowledge]
6. What is Slander? (CO3) [Knowledge]
7. What is Malicious Falsehood? (CO4) [Knowledge]
8. What was the Hindustan Unilever vs Amul case based on? (CO4) [Knowledge]
9. What is Judicial Activism? (CO5) [Knowledge]
10. According to the News that you have seen, who is the President of India? (CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. What are the Journalistic Privileges. How is it affected in Modern Digital Era?
(CO5) [Comprehension]
12. Articulate Right/Freedom to things that you see in Daily Life.
(CO5,CO4) [Comprehension]
13. What is malicious Falsehood. Explain with examples.
(CO4) [Comprehension]
14. Write a short note on your understanding of Article 19(1)(a) of Indian Constitution.
(CO3,CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. Pushpa is Sandal Soap manufacturing company. They produced Red Sandalwood soap with unique colour and smell. It became so popular that people started identifying the colour and smell with the brand of Pushpa. Now Mangalam Srinu, another soaps manufacturer, also started producing soap using red sandalwood creating similar smell and colour. Pushpa is planning to sue Mangalam Srinu. Analyse the merits and demerits on both sides like a Business Analyst.
(CO4) [Comprehension]
16. Imagine you are a participant in Turncoat Debate Competition. Make arguments from both sides on the topic "Public Interest and Confidential Information"
(CO2) [Application]