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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV -2021

Course Code : BBA3059

Course Name : Sem IV - BBA3059 - Digital Media Laws

Program : BBD

Date : 15-APR-2023

Time : 9:30AM - 11AM

Max Marks : 50

Weightage : 25%

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 FIVE QUESTIONS

5 X 2=10M

1. Which among the following does not fall under Digital Media?
a) Television (CO1) [Knowledge]
b) Mobile Phone
c) Radio
d) Letter
2. Which among the following is not a registerable type of Trademark?
a) Shape Trademark (CO2) [Knowledge]
b) Smell Trademark
c) Sound Trademark
d) Colour Trademark
3. Which is the Law in India governs Copyright?
a) Intellectual Property Act, 1987 (CO2) [Knowledge]
b) Copyright Act, 1957
c) Trademark Act, 1999
d) Right to Copy Act, 2022
4. Which section of Indian Penal Code deals with sedation charges?
a) Section 124 (CO3) [Knowledge]
b) Section 224
c) Section 324
d) Section 424

5. If a person propagates wrong information about a company, what case can be filed against that person?
- a) Sedation
 - b) Adultery
 - c) Assault
 - d) Defamation

(CO3) [Knowledge]

PART B

ANSWER ALL THE TWO QUESTIONS

2 X 10 = 20M

6. Write a short note on the following Theories.

- a. Utilitarian Theory
- b. Teleological Theory
- c. Deontological Theory

(CO1) [Comprehension]

(CO3) [Comprehension]

7. Write a short note on Freedom of Speech and Expression.

PART C

ANSWER THE FOLLOWING QUESTION

1 X 20 = 20M

8. Amarendra Bahubali was a professional fighter with lots of fans. He died at the peak of his career. Amarendra Bahubali's biography was written and published by his coach Kattappa, which became a bestseller. In this book another popular fighter Bhallaaladeva was shown in bad light as a cheater and reason for the death of Bahubali. Because of this Bhallaaladeva lost many of his fans and also sponsors causing huge loss to him. Mahendra Bahubali, son of Amarendra Bahubali, who is struggling in life after his father's untimely death wants money. What legal actions can each of them take? Analyse the situation from all three persons end.

(CO2) [Application]