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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** BBA3075

**Course Name :**  Digital Media Laws

**Program :** BBA

**Date :** June 18, 2024

**Time :** 9:30 AM - 12:30 PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10M**

1. Relate Deontological theory and its application in Digital Media Laws.
2. Recite the Digital Media Laws to balance individual rights and societal interests.
3. Recall the significance of patents in Digital Media.
4. Recall the role of trademarks in Digital Media.

(CO1) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge]

(CO2) [Knowledge]

1. Find a legal term used to describe false spoken statements that harm someone's reputation

(CO3) [Knowledge]

1. Name a category of confidential information.
2. Identify a key challenge to freedom of information through digital media.

(CO4) [Knowledge] (CO5) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50M**

1. Discuss the complexities of Copyright Law in relation to Computer Software, considering issues such as licensing, fair use, and infringement in digital environments.

(CO1) [Comprehension]

1. Assess the constitutional safeguard structure concerning Freedom of Speech and Expression in Digital Media Law and its implications for democratic societies.

(CO1) [Comprehension]

1. Discuss the historical developments from traditional media like radio and cable TV to modern platforms such as social media and OTT services, highlighting key milestones in the legal framework governing digital media.

(CO2) [Comprehension]

1. Provide an in-depth overview of Intellectual Property Laws, highlighting its role in protecting creators' rights and fostering innovation in digital media.

(CO2) [Comprehension]

1. Discuss the legal frameworks that regulate hate speech online and provide examples of measures taken to combat racial and religious hatred propagated through digital platforms.

(CO3) [Comprehension]

1. Explain the concept of breach of confidence and its implications for privacy. Identify the categories of confidential information and provide examples of breaches of confidence in digital media.

(CO4) [Comprehension]

1. Discuss the journalistic privilege in digital media environments.

(CO5) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40M**

1. Discuss a historical development in Digital Media Laws and its impact on contemporary regulatory frameworks. Provide examples of how past legislation, such as the Statute of Anne, influences current policies like the OTT Regulations Bill.

(CO2,CO1) [Application]

1. Explain the legal considerations and implications surrounding hate speech in the context of digital media. Provide examples of racial and religious hatred propagated through online platforms and discuss the measures to address such issues.

(CO4,CO3) [Application]

1. Discuss the significance of journalistic privilege in the context of digital media. Provide examples of how journalistic privilege has been upheld or challenged in recent legal cases involving confidential sources and information obtained through digital platforms.

(CO4,CO5) [Application]