

Program: SYBAMMC Semester: IV Program Code: UGMMC01
 Course: Media Laws and Ethics Course Code: NUMM401
 Duration: 2 Hours Examination Pattern: NEP-Autonomous Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Explain the Concepts: (Any Five out of Eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Libel		CO2	L1
(b)	Slander		CO2	L1
(c)	Defamation		CO2	L2
(d)	Shock Value		CO5	L2
(e)	Contempt of Court		CO3	L2
(f)	Constitution		CO2	L2
(g)	Journalist		CO1	L3
(h)	Media Laws		CO4	L2
Q. 2	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	Explain and evaluate the scope and significance of the Right to Privacy in the contemporary digital age.	(8)	CO3	L3
(b)	Analyze the ethical responsibilities of advertisers in influencing public opinion and consumer behaviour.	(7)	CO5	L4
	OR			
(c)	Explain in detail the organizational structure and functions of the News Broadcasters Association.	(8)	CO4	L2
(d)	Differentiate between Contempt of Court and Contempt of Parliament.	(7)	CO3	L5
Q. 3	Attempt any ONE of the following. (15 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Enumerate the difference between Article 19(1)(a) and Article 19(2) of the Indian Constitution with relevant illustrations.		CO1	L6
(b)	Analyze and elaborate on Indian advertisements that portray women in a positive and progressive manner, citing relevant examples.		CO4	L5
Q.4	Write Short Notes: (Any Three out of Five) (5 marks each)	[15]	Course Outcome	Knowledge Level

(c)	ASCI		C04	L2
(d)	Fake News and Fact Verification		C05	L4
(e)	IBF		C03	L3

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(a) Features of Constructions

C01 L2

(b) Social Responsibility Theory

C02 L1