



## BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Business Administration in Digital Marketing**

**Course Name – Digital Media Laws**

**Course Code - BBADMC202**

**( Semester II )**

**Time allotted : 1 Hrs.15 Min.**

**Full Marks : 60**

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

*Choose the correct alternative from the following :*

- (1) In which case it was held that In a cinema film, not only the photographic part of it is considered to be libel but also the speech which synchronizes with it?
 

a) D.P. Choudhary v. Kumari Manjulata	b) Ramdhara v. Phulwatibai
c) Morrison v. Ritchie & Co.	d) Youssouff v. MGM Pictures Ltd
- (2) Sometimes the statement may be prima facie innocent but because of some latent or secondary meaning may be considered to be defamatory. These are called \_\_\_\_\_.
 

a) Innuendo	b) Libel
c) Slander	d) Offensive statement
- (3) Defamatory statement must be published. Publication means making the defamatory matter known to some person other than the person defamed. Can communication between husband and wife be considered publication?
 

a) No	b) Yes
c) Not, if one spouse is illiterate.	d) Yes except in certain circumstances.
- (4) Section \_\_\_\_\_ of the IPC, 1860 gives punishment for defamation
 

a) 499	b) 500
c) 501	d) 502
- (5) When was Copyright Act enacted in India?
 

a) 1955	b) 1959
c) 1957	d) 1960
- (6) Copyright is \_\_\_\_
 

a) Negative right	b) Positive right
c) Exclusive right	d) Both B and C
- (7) The operation of Article 19 of the Indian constitution can be suspended under

- a) Article 358  
c) Article 378
- b) Article 387  
d) Article 372
- (8) The issue of content management has to do with
- a) The movie industry desire that the films be broadcast on TV at the highest quality possible  
c) The movie industry attempt to have copy protection on movies that are broadcast.
- b) The movement on the part of the consumer to have good content in all TV broadcasts  
d) The movie industry controlling the content and subject matter of films
- (9) \_\_\_\_\_ of the statement is not a defense in a criminal proceeding against defamation.
- a) Privilege  
c) Public approval
- b) Truth  
d) All c., b. and a. are correct
- (10) Section 499 of Indian Penal Code (IPC) contains the criminal liability of
- a) copyright  
c) defamation
- b) contempt of court  
d) sedition
- (11) With a view to set out a practical regime for the citizens to secure information as a matter of right, the Indian Parliament enacted
- a) RTI  
c) IPC
- b) PCI  
d) PRB
- (12) Whistle Blowers Protection Act
- a) 2020  
c) 2010
- b) 2000  
d) 2014
- (13) The PCI was established under the PCI Act of
- a) 1970  
c) 1960
- b) 1978  
d) 1965
- (14) There are three basic qualities which should guide the work of a good journalist
- a) fast, furious, sensational  
c) Fast, fair, accurate
- b) Fast, accurate, sensational  
d) sensational, gossip, titillating
- (15) Not forcing your own personal opinions on the news
- a) subjective  
c) biased
- b) objective  
d) paid
- (16) When you are given information in confidence, this usually means that you promise that you will not tell anyone else where you got it from
- a) Transparency  
c) confidentiality
- b) accountability  
d) attribution
- (17) Section 13 (2) (b) of the Press Council Act, 1978, enjoins the Council to build up a
- a) Media House  
c) Code of Conduct
- b) Publishing House  
d) Book of rules
- (18) The ..... is the supreme law of the land
- a) Judiciary  
c) Cabinet
- b) Executive  
d) Constitution
- (19) The ..... of India was elected to write the Constitution of India
- a) Constituent Assembly  
c) Cabinet
- b) Lok Sabha  
d) Speaker



- a) Libel  
c) Lien
- b) Slander  
d) None of these
- (33) Right to privacy is contained in  
a) Article 22  
c) Article 23
- b) Article 25  
d) Article 21
- (34) Justice K.S. Puttaswamy Case is related to which rights \_\_\_\_\_  
a) Right to sleep  
c) Right to privacy
- b) Right to health  
d) Right to work
- (35) \_\_\_\_\_ has given ethical guidelines for the private TV news channels for the selfcontrol purpose.  
a) FEMC  
c) NBA
- b) AICT  
d) NCP
- (36) The code for commercial advertising on Doordarshan which one of the following Act is not concerned with ?  
a) Factory Act, 1948.  
c) Copyright Act, 1957
- b) Drugs and Cosmetics Act, 1940  
d) Prize Competition Act, 1955
- (37) In Hamdard Dawakhana v Union of India, 1960 difference is drawn between \_\_\_\_\_  
a) medicines and illicit drugs  
c) unlawful activities and lawful activities
- b) commercial advertisement and advertisement aimed at expression and propagation of ideas  
d) moral and immoral acts
- (38) Tata Press v Mahanagar Telephone Limited and Others, 1995 case is related \_\_\_\_\_  
a) labour protection  
c) taxation matter
- b) unlawful activities  
d) commercial speech
- (39) Broadcast on All India Radio by individuals what will permit  
a) Criticism of friendly countries  
c) Attack on religions or communities
- b) engage audiences in myth & mythological ideas  
d) Anything obscene or defamatory
- (40) Press council of India is specially for  
a) Media  
c) Advertising Agency
- b) Printing Industry  
d) None
- (41) Press council of India consists of  
a) 18 members  
c) 25 members
- b) 20 members  
d) 28 members
- (42) Yellow journalism and the yellow press are American terms for \_\_\_\_\_  
a) present little or no legitimate, well-researched news while instead using eye-catching headlines for increased sales  
c) investigative news
- b) legitimate news  
d) war related news
- (43) Freedom to volume of circulation is related to \_\_\_\_\_ case  
a) The Times of India  
c) Sakal Papers
- b) Express News  
d) The Hindusthan Times



- a) Text and Audio  
c) Video only
- b) Video and Audio  
d) Text, Audio and Video
- (57) The domain of media appeal addresses the issues related to
- a) Knowledge  
c) Legality
- b) Learning  
d) Emotions
- (58) Who devised the Golden Mean?
- a) Aristotle  
c) Ralph Potter
- b) Kant  
d) John Stuart Mill
- (59) Which case is related to live streaming of the proceedings of supreme court?
- a) Rupa Hurra v. Ashok Hurra  
c) Maneka Gandhi v.UOI
- b) Swapnil Tripathi vs SC of India.  
d) Lalu Yadav V. State of Bihar
- (60) The protection of publication of proceedings of Parliament and State Legislature is guaranteed by Article \_\_\_\_\_ of the Indian Constitution
- a) 194  
c) 105
- b) 375  
d) 361 A