

Reg. No

Name

23U331

B B A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U3CRBBA9 : BUSINESS AND MEDIA LAWS

(For Regular 2022 Admission and Improvement / Supplementary 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What is a Contract?
2. What is Bailee's lien?
3. What type film is restricted to person above the age of 18?
4. List down the main IPR in India.
5. What is Cinematography Act?
6. List down the names of two viruses.
7. What is Patent?
8. What is actionable claim?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What is injunction?
10. What is Intellectual property?
11. What type of Works Protected by Copyright in India?
12. What is parental audience certificate?
13. What is contract of agency?
14. Explain CBFC.
15. Define goods
16. What is e-commerce?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. What are the different rights of an unpaid seller?
18. Distinguish between trademark and Geographical indication mark.
19. What is the need of IT Act,2000?
20. What are the objectives of film certification?
21. Explain the different classification of bailment.
22. What are the essentials of valid consideration?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the duties of bailor and bailee in detail.
24. Explain the challenges associated with film certification?
25. Explain the challenges faced by IPR?
26. Explain various cyber-crimes in detail.

(10 x 2 = 20)