

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CRBBA9 : BUSINESS AND MEDIA LAWS***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What is free consent?
2. List down the main IPR in India.
3. Define Cinematography Act.
4. Define Business law
5. Define sales.
6. What type film is restricted to person above the age of 18?
7. What is digital signature?
8. What is Industrial Design?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain CBFC.
10. Define brand.
11. State the objectives of film certification.
12. What is the concept of "Stranger to a contract"?
13. Explain cyber terrorism?
14. Difference between sales and bailment.
15. What is the main speciality of geographical indication marks?
16. What is injunction?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the different classification of bailment.
18. What are the essentials of a valid contract of sale?
19. What are the procedural challenges of IT Act,2000?
20. What are the possibility of the board refusing to certify the film.
21. Distinguish between trademark and Geographical indication mark.
22. What are the essentials of a valid offer?

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Explain in detail the different categories of film certification.
24. Explain the duties of bailor and bailee in detail.
25. What is cyber terrorism and explain the effect of cyber terrorism in Indian economy?
26. Define copyright. Explain the copyright registration process in detail.

(10 x 2 = 20)