

**B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025****SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CRBBA9 : BUSINESS AND MEDIA LAWS***(For Improvement/Supplementary 2023/2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. What is a Contract?
2. State any one possibility for refusing to certify the film
3. What is Cinematography Act?
4. Give Examples for GI tags
5. Define Trademark
6. What is symbolic delivery?
7. What is anti-virus?
8. What is counter offer?

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

9. What do you mean by property in the goods?
10. What is the difference between trademark and trade name?
11. What is contract of agency?
12. Explain Media laws.
13. What is cyber security?
14. What type of Works Protected by Copyright in India?
15. What is Universal Certificate?
16. What is capacity of parties?

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

17. What are the technological challenges of IT Act, 2000?
18. Explain the rights of unpaid seller against buyer personally
19. Distinguish between Indemnity and guarantee.
20. Who is eligible for copyright in India?
21. Discuss the categories under which films are certified?
22. Distinguish between coercion and undue influence.

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

23. Explain various cyber-crimes in detail.
24. Explain the concept of free consent in a valid contract.
25. Write a short note on different type of intellectual property right in India?
26. What is CBFC? What are the objectives of film certification?

**(10 x 2 = 20)**