

Name:	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
Enrolment No:	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, May 2021**

<b>Course: Media Law &amp; Ethics</b> <b>Program: BJMC/BA Digital &amp; Mass Media</b> <b>Course Code: SMBA 1006</b>	<b>Semester: II</b> <b>Time 03 hrs.</b> <b>Max. Marks: 100</b>
--	--

**SECTION A**

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / Select the correct answer(s)

S. No.	Question	CO
Q 1	ASCI is the regulatory body for ----- in India, ----- guided by ----- ----- regulates news broadcasting & ----- regulates ----- content	CO3
Q2	In the case of Defamation, for punishment a. Civil Code is followed b. Criminal Code is followed c. Civil or Criminal Code is followed d. Civil & Criminal Code is followed	CO4
Q3	Name ten essentials of ethical journalism -----, -----, -----, -----, -----	CO3
Q4	-----, ----- is the information Instagram automatically collects from your account.	CO2
Q5	Select all the correct statements: A. Rights can be taken away any time B. Rules are Morality & Custom led C. Laws Regulate Society through principles & procedures D. All of the above	CO1
Q6	Snapchat uses your information for 7 main processes. Name 5 of these: -----, -----	CO3

**SECTION B**

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q 1	How does the applicability of Artificial Intelligence (AI) for/in the Media Industry look like?	CO1
-----	---	-----

Q 2	Track the history of Film Regulation in India OR Are WhatsApp users basically customers for Facebook as well? Why/Why not?	CO1
Q 3	Critically analyze the Information Technology Act 2000. If you were to formulate it today, what are the three missing elements you would include and why.	CO2
Q 4	Write short notes on any 2 of the following: a) Copyright Act 1957 b) Contempt of Courts Act 1971 c) Legal Procedure in Defamation d) Indian Penal Code e) Indecent Representation of Women Act 1986	CO3
Q 5	Compare any two Social Media platforms we have studied on the basis of the following: a) Information it Collects b) False News c) Authenticity d) Impersonation e) Child Safety	CO2
<b>Section C</b>		
<b>1. Each Question carries 20 Marks.</b> <b>2. Instruction: Write long answer.</b>		
Q1	Formulate an RTI plea for your Local Government Hospital to understand the Gender ratio of vaccination done in the last 10 days. Explain clearly: a) What is the purpose of the RTI? b) What is the process of filing an RTI? c) Who is it addressed to? d) What is the timeline to be kept in mind? OR You have recently viewed an Advertisement online that promotes fairness creams and demeans diversity in skin color in India. You have decided to report this to the ASCI – Advertising Standards Council of India. a) Draft a complaint stating your concern b) What Principle/Value of ASCI does the ad violate? c) How will you lodge your complaint? d) How will the complaint be processed? e) How will you track your complaint?	CO2