

# Faculty of Management Studies

## End Semester Examination May 2025

### MS3ED12 Digital Media Laws

<b>Programme</b>	:	BBA	<b>Branch/Specialisation</b>	:	DM
<b>Duration</b>	:	3 hours	<b>Maximum Marks</b>	:	60

**Note:** All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.  
 Notations and symbols have their usual meaning.

#### Section 1 (Answer all question(s))

**Q1.** What is the main principle of Net Neutrality?

**Marks CO BL**  
1 1 1

<b>Rubric</b>	<b>Marks</b>
All internet traffic should be treated equally without discrimination	1

- Internet providers can charge different rates for different types of content
- All internet traffic should be treated equally without discrimination
- Governments should control all internet content
- Social media platforms should have unrestricted power over content distribution

**Q2.** Which of the following is NOT a common cybersecurity threat?

1 1 1

<b>Rubric</b>	<b>Marks</b>
Internet Protocol (IP) Address	1

- Phishing
- Ransomware
- Internet Protocol (IP) Address
- Denial of Service (DoS) Attack

**Q3.** What is the main objective of E-Governance?

1 2 1

<b>Rubric</b>	<b>Marks</b>
To use technology for improving government services and transparency	1

- To reduce internet usage
- To limit access to government data
- To use technology for improving government services and transparency
- To privatize government functions

**Q4.** What is the main goal of ICT for Development?

1 2 1

<b>Rubric</b>	<b>Marks</b>
To use information and communication technology for social and economic development	1

- To improve digital entertainment services
- To regulate internet access
- To use information and communication technology for social and economic development
- To promote foreign investment in IT companies

**Q5.** Who proposed the Five Laws of Media and Information Literacy (MIL)?

1 3 1

Rubric	Marks
UNESCO	1

- United Nations
- International Telecommunication Union (ITU)
- UNESCO
- World Economic Forum

**Q6.** What is Encryption in media communication?

1 3 1

Rubric	Marks
A method to translate messages into a secret code for security	1

- A method to translate messages into a secret code for security
- A system for publishing fake news
- A tool for increasing social media engagement
- A way to promote advertisements online

**Q7.** What is the main concern regarding privacy on social networking sites?

1 4 1

Rubric	Marks
Unauthorized access and data breaches	1

- Increased advertisement revenue
- Unauthorized access and data breaches
- Slow internet speed
- Limited number of friends

**Q8.** What is the key difference between hacking and ethical hacking?

1 4 1

Rubric	Marks
Ethical hacking is conducted legally to improve security	1

- Ethical hacking is conducted legally to improve security
- Ethical hacking is illegal
- Hacking is always performed with permission
- Hackers do not need any technical knowledge

**Q9.** Why is social media marketing a security risk for organizations?

1 5 1

Rubric	Marks
It exposes organizations to phishing and data breaches	1

- It can be expensive
- It reduces employee productivity
- It exposes organizations to phishing and data breaches
- It increases brand visibility

**Q10.** In India, which law governs cybercrime and digital security?

1 5 1

Rubric	Marks
The Information Technology Act, 2000	1

- The Consumer Protection Act, 2019
- The Information Technology Act, 2000
- The Companies Act, 2013
- The Indian Contract Act, 1872

## Section 2 (Answer all question(s))

Marks CO BL

Rubric	Marks
<p>Digital media is controlled by multiple stakeholders, including governments, private corporations, regulatory bodies, and international organizations. Control over digital media is significant because it impacts <b>freedom of speech, data privacy, online content accessibility, and economic competition</b>.</p> <ul style="list-style-type: none"><li>• <b>Governments</b> regulate digital media through laws, censorship, and surveillance to maintain national security and public order.</li><li>• <b>Corporations</b> like Google, Facebook, and Amazon control digital platforms and data, influencing what content is seen.</li><li>• <b>Regulatory bodies</b> such as the Federal Communications Commission (FCC) and TRAI (Telecom Regulatory Authority of India) implement policies for fair digital access.</li></ul>	4

**Q12.(a)** What are the major cybersecurity threats to digital privacy? Explain any three threats with examples.

6 1 2

<b>Rubric</b>	<b>Marks</b>
<p>Cybersecurity threats refer to <b>attacks on digital networks, data, and personal information</b>. These threats compromise user privacy and digital safety.</p> <p><b>Common Cybersecurity Threats:</b></p> <ol style="list-style-type: none"> <li>1. <b>Phishing Attacks</b> – Fraudulent emails/messages trick users into revealing personal data.</li> <li>2. <b>Hacking and Data Breaches</b> – Cybercriminals exploit vulnerabilities in systems (e.g., Facebook data leaks).</li> <li>3. <b>Malware and Ransomware</b> – Harmful software that locks or steals user data (e.g., WannaCry ransomware).</li> <li>4. <b>Identity Theft</b> – Unauthorized access to personal information for fraud.</li> </ol>	6

**(OR)**

**(b)** What is net neutrality? Why is it important? Explain with proper examples.

<b>Rubric</b>	<b>Marks</b>
<p><b>Net neutrality</b> is the principle that <b>Internet Service Providers (ISPs) must treat all online data equally</b> without discrimination or preference for certain websites, services, or applications.</p> <p><b>Importance of Net Neutrality:</b></p> <ul style="list-style-type: none"> <li>• Ensures <b>equal access</b> to internet services for all users.</li> <li>• Prevents ISPs from <b>blocking or slowing down content</b> based on commercial interests.</li> <li>• Encourages <b>fair competition</b> among businesses, startups, and content creators.</li> <li>• <b>Protects user freedom</b> by preventing internet censorship by ISPs.</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Some ISPs argue that <b>tiered internet pricing</b> allows them to invest in better infrastructure.</li> <li>• Governments and corporations often <b>lobby against net neutrality</b> to prioritize their content.</li> </ul> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• The <b>FCC repealed net neutrality</b> in the USA in 2017, giving ISPs more control over internet speeds.</li> <li>• <b>India's TRAI</b> has upheld net neutrality to prevent data discrimination by ISPs.</li> </ul>	6

**Section 3 (Answer all question(s))**

**Marks CO BL**

Rubric	Marks
<p><b>E-Governance</b> refers to the use of <b>information and communication technology (ICT)</b> by the government to enhance <b>transparency, efficiency, and public service delivery</b>. It enables citizens to access government services online, reducing bureaucratic delays and corruption.</p> <p><b>Objectives of E-Governance:</b></p> <ol style="list-style-type: none"> <li>1. <b>Efficiency:</b> Automating administrative processes to improve service delivery.</li> <li>2. <b>Transparency:</b> Making government decisions and data accessible to the public.</li> <li>3. <b>Accountability:</b> Enabling citizens to track government activities.</li> <li>4. <b>Citizen Participation:</b> Providing online platforms for public engagement.</li> </ol>	2

**Q14.(a)** What is e-Choupal? How does it contribute to rural development? Explain the impact of e-Choupal on rural development with examples.

<b>Rubric</b>	<b>Marks</b>
<p><b>e-Choupal</b> is an <b>ICT-based initiative by ITC Limited</b> to connect rural farmers with markets, providing them direct access to agricultural information, input products, and better prices for their produce. (2 Marks)</p> <p><b>Features of e-Choupal: (3 Marks)</b></p> <ul style="list-style-type: none"> <li>• <b>Real-time Market Information</b> – Farmers get updates on crop prices.</li> <li>• <b>Weather Forecasts &amp; Best Practices</b> – Helps in planning agriculture.</li> <li>• <b>Direct Market Linkage</b> – Reduces middlemen, ensuring farmers receive fair prices.</li> <li>• <b>Input Supply Chain</b> – Access to quality seeds, fertilizers, and pesticides.</li> </ul> <p><b>Impact on Rural Development: (3 Marks)</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>Increased Farmer Profits</b> – Eliminates middlemen.</li> <li><input checked="" type="checkbox"/> <b>Enhanced Productivity</b> – Better knowledge of farming techniques.</li> <li><input checked="" type="checkbox"/> <b>Access to Credit &amp; Insurance</b> – Helps farmers manage financial risks.</li> </ul> <p><b>Example:</b></p> <ul style="list-style-type: none"> <li>• e-Choupal operates in <b>more than 40,000 villages across India</b>, impacting <b>over 4 million farmers</b>.</li> </ul>	8

**(OR)**

**(b)** What is the Right to Information Act? Explain the key features of the Right to Information Act. "The Right to Information (RTI) Act empowers citizens." Justify this statement with suitable examples .

<b>Rubric</b>	<b>Marks</b>
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The **Right to Information (RTI) Act, 2005**, provides **citizens the legal right to access information** from government authorities to promote transparency and accountability. ( 2 Mark)

**Key Features of RTI:** ( 3 Marks)

- Covers all government bodies (except intelligence agencies).
- Any citizen can file an RTI request for government data.
- Government must respond within 30 days.
- Penalty for non-compliance with RTI requests.

**How RTI Empowers Citizens:** (3 Marks)

- Increases Government Accountability—Citizens can check corruption.
- Improves Service Delivery—RTI helps resolve issues in public services.
- Empowers People to Seek Information—Citizens can access public records.

**Example:**

- RTI helped uncover **scams like the 2G spectrum case**.
- Citizens use RTI to demand **better civic amenities** (e.g., roads, electricity).

**Marks CO BL**

4 4 1

#### **Section 4 (Answer all question(s))**

**Q15.** How does media information literacy help in preventing youth radicalization in cyberspace?

<b>Rubric</b>	<b>Marks</b>
<p>(4 Marks in proper explanation) Media and Information Literacy (MIL) helps <b>counter youth radicalization</b> by promoting <b>critical thinking, digital literacy, and responsible online behavior</b>.</p> <p><b>Ways MIL Prevents Radicalization:</b></p> <p><b>Detecting Fake News &amp; Propaganda</b>—MIL teaches youth how to verify online sources.</p> <p><b>Promoting tolerance &amp; diversity</b>—reduces susceptibility to extremist ideologies.</p> <p><b>Resisting Manipulation</b>—Educates individuals on how extremist groups use social media.</p> <p><b>Encouraging digital citizenship fosters</b> ethical engagement in online discussions.</p> <p><b>Example:</b></p> <ul style="list-style-type: none"> <li>• The <b>EU Radicalization Awareness Network (RAN)</b> uses MIL strategies to combat online extremism.</li> </ul>	4

Rubric	Marks
<p><b>Encryption</b> is a method of securing digital communication by converting information into an unreadable format (<b>ciphertext</b>) that can only be decoded with a specific key. ( 1 Mark)</p> <p><b>Types of Encryption Used in Media Communication: (2 marks for at least 3 types)</b></p> <ol style="list-style-type: none"> <li>1. <b>End-to-End Encryption (E2EE):</b> Protects messages between sender and receiver (e.g., WhatsApp, Signal).</li> <li>2. <b>Public Key Encryption (Asymmetric):</b> Uses two keys—a public key for encryption and a private key for decryption.</li> <li>3. <b>Symmetric Encryption:</b> Uses the same key for encryption and decryption (e.g., AES encryption in secure emails).</li> </ol> <p><b>Importance of Encryption in Media:</b></p> <p><b>Ensures Privacy</b>—Prevents unauthorized access to data.</p> <p><b>Secures Digital Transactions</b>—Used in online banking and e-commerce.</p> <p><b>Protects Journalists &amp; Whistleblowers</b>—Secure communication channels for sensitive information.</p> <p><b>Example:</b></p> <ul style="list-style-type: none"> <li>• <b>Tor Browser and VPNs</b> use encryption to protect online privacy.</li> </ul>	6

(OR)

- (b) What are the key strategies to prevent violent extremism through Media information literacy? Explain any six strategies.

Rubric	Marks
1 mark each for at least 6 strategies)	6

### Section 5 (Answer all question(s))

Marks CO BL

4 4 1

- Q17. What is phishing? How can it be prevented?

Rubric	Marks
<p><b>Phishing</b> is a cyberattack where fraudsters impersonate legitimate entities to steal sensitive information like passwords and credit card details. (1 mark)</p> <p><b>Prevention Measures: (3 marks)</b></p> <p>Verify sender emails before clicking on links.</p> <p>Avoid sharing personal details on suspicious websites.</p> <p>Enable multi-factor authentication (MFA).</p> <p>Use updated antivirus software.</p> <p><b>Example:</b> Fake bank emails asking users to update account details.</p>	4

**Q18. (a)** What is the difference between hacking and ethical hacking? Differentiate with proper examples.

6 4 2

Rubric	Marks
Six differences with example (1 mark each)	6

(OR)

**(b)** What are the different types of cybercrimes? Explain with examples.

Rubric	Marks
Cybercrimes are illegal activities conducted through the internet or digital devices. <b>Types of Cybercrimes:</b> 1. <b>Hacking:</b> Unauthorized access to computer systems. 2. <b>Phishing:</b> Fraudulent attempts to obtain sensitive information via fake emails or websites. 3. <b>Identity Theft:</b> Stealing someone's personal information to commit fraud. 4. <b>Ransomware Attacks:</b> Malware that locks data and demands payment for its release. 5. <b>Cyberbullying:</b> Harassment or threats through digital platforms. 6. <b>Cyberstalking:</b> Using online platforms to harass or intimidate individuals.	6

### Section 6 (Answer all question(s))

**Q19.** What is digital forensic science? Why is it important?

Marks CO BL

4 5 1

Rubric	Marks
Define digital forensic Science 1 Mark Importance 2 Marks Example 1 Mark	4

Rubric	Marks
<p>The <b>Digital Forensic Life Cycle</b> consists of several phases to ensure systematic investigation:</p> <ol style="list-style-type: none"> <li>1. <b>Identification:</b> Detecting potential digital evidence.</li> <li>2. <b>Collection:</b> Gathering and securing data from devices.</li> <li>3. <b>Preservation:</b> Ensuring evidence remains unaltered.</li> <li>4. <b>Analysis:</b> Examining data for patterns and anomalies.</li> <li>5. <b>Documentation:</b> Recording findings for legal use.</li> <li>6. <b>Presentation:</b> Presenting findings in court.</li> </ol> <p><b>Example:</b> A forensic team recovering and analyzing an erased hard drive for financial fraud evidence.</p>	6

(OR)

- (b) What is digital security? What are key components of digital security?

Rubric	Marks
<p>Digital security refers to measures taken to protect data, devices, and networks from cyber threats. (1 Mark)</p> <p><b>Key Components: (5 Marks)</b></p> <p><b>Encryption:</b> Converts data into unreadable formats to prevent unauthorized access.</p> <p><b>Firewall Protection:</b> Blocks malicious traffic from entering networks.</p> <p><b>Two-Factor Authentication:</b> Adds an extra security layer for account logins.</p> <p><b>Regular software updates fix security vulnerabilities in applications.</b></p> <p><b>Example:</b> Using end-to-end encryption in messaging apps to protect user conversations.</p>	6

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