

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies
End Sem Examination May-2024

MS3ED12 Digital Media Laws

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. In the context of critical digital media, which aspect addresses concerns about individual data protection? **1**
- (a) Questions surrounding net neutrality and related issues
 - (b) Surveillance and the state
 - (c) Cyber security and issues of privacy
 - (d) The Internet and public sphere
- ii. Which topic in critical digital media explores the relationship between online platforms and governmental control? **1**
- (a) Surveillance and the state
 - (b) Questions surrounding net neutrality and related issues
 - (c) The Internet and public sphere - politics and public sphere in the digital age
 - (d) Who controls digital media
- iii. Which initiative is not associated with cyber media and development? **1**
- (a) E-governance
 - (b) E-chaupal
 - (c) National Knowledge Network
 - (d) Global Positioning System (GPS)
- iv. Which of the following is an example of ICT for development? **1**
- (a) Social media marketing
 - (b) Online shopping platforms
 - (c) National Knowledge Network
 - (d) Video streaming services

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- v. Which aspect is NOT addressed in Media Information Literacy (MIL)? **1**
 (a) Five laws of MIL
 (b) MIL and youth radicalization in cyberspace
 (c) Preventing violent extremism
 (d) Digital marketing strategies
- vi. Which area focuses on the intersection of Media Information Literacy and societal challenges in cyberspace? **1**
 (a) Five laws of MIL
 (b) MIL and youth radicalization in cyberspace
 (c) Preventing violent extremism
 (d) MIL and media censorship
- vii. Which legal framework addresses issues related to cybercrimes and privacy on the internet? **1**
 (a) Intellectual Property Right
 (b) Copyright Act
 (c) Information Technology Act
 (d) Cyber crime laws
- viii. Which of the following is NOT typically associated with cybercrimes? **1**
 (a) Email hacking – Spoofing attacks
 (b) Ethical hacking
 (c) Phishing
 (d) Social networking sites
- ix. Which aspect is an essential component of cybersecurity and often involves digital forensic techniques? **1**
 (a) Digital security (b) Incident handling
 (c) Cybersecurity policies (d) Social media marketing
- x. Which of the following areas is NOT typically associated with digital forensic science? **1**
 (a) Incident handling
 (b) Social media marketing
 (c) Cyber forensic and digital evidence
 (d) Digital forensic life cycle

- Q.2 i. Identify one example of how digital media surveillance by the state can impact freedom of expression online. **3**

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- ii. Explain the concept of net neutrality and its significance in the context of digital media control. **7**
- OR iii. Evaluate the relationship between cyber security measures and issues of privacy in the digital media landscape. **7**
- Q.3 i. Briefly explain Right to Information (RTI). **3**
 ii. Explain the concept of e-governance and its significance in cyber media and development. **7**
- OR iii. Define the term "Development Support Communication" and provide an example of its application in one of the specified areas. **7**
- Q.4 i. Define encryption and cryptography in the context of media communication. **3**
 ii. Define Media Information Literacy (MIL) and briefly explain how it addresses the issue of youth radicalization in cyberspace. **7**
- OR iii. List and briefly describe two of the Five Laws of MIL and their relevance in promoting media literacy among individuals. **7**
- Q.5 i. Define ethical hacking and spoofing. **3**
 ii. Discuss two types of cybercrimes commonly associated with social networking sites and explain their potential impact on users' privacy and security. **7**
- OR iii. Analyze the role of legal frameworks such as the Information Technology Act in combating cybercrimes. **7**
- Q.6 Attempt any two:
 i. Discuss the need for computer forensic, cyber forensic, and digital evidence in combating cybercrimes. **5**
 ii. Explain the digital forensic life cycle, outlining each stage and its significance in the investigation process. **5**
 iii. Analyze the security risks posed by social media marketing for organizations. **5**

Marking Scheme

Digital Media Laws (T) - MS3ED12 (T)

Marking Scheme									
Digital Media Laws (T) - MS3ED12 (T)									
Q.1	i)	c		1	OR	ii.	Definition	2 Marks	7
							Explanation	5 Marks	
	ii)	a		1	Q.5	iii.	Definition	2 Marks	7
							Explanation	5 Marks	
	iii)	d		1	Q.5	i.	2 definitions 1.5 marks each	3 Marks (1.5*2)	3
							ii.	Cybercrimes 1.5 marks each	3 Marks (1.5*2)
	iv)	c		1	OR		Impact 2 marks each	4 Marks (2*2)	
						iii.	7 points 1 mark each	7 Marks (1*7)	7
	v)	d		1	Q.6				
vi)	b		1	Q.6	i.	5 needs 1 mark each	5 Marks (1*5)	5	
						ii.	Each stage 1 mark	5 Marks (1*5)	5
vii)	c		1	Q.6	iii.	5 points 1 mark each	5 Marks (1*5)	5	
viii)	b		1						
ix)	b		1						
x)	b		1						

Q.2	i.	As per explanation 1 example	3 Marks	3					
	ii.	Concept	3 Marks	7					
		Significance	4 Marks						
OR	iii.	7 points 1 mark each	7 Marks (1*7)	7					
Q.3	i.	Concept	3 Marks	3					
	ii.	Concept	3 Marks	7					
OR		Significance	4 Marks						
	iii.	Definition	2 Marks	7					
		Explanation	5 Marks						
Q.4	i.	2 definitions 1.5 marks each	3 Marks (1.5*2)	3					