



21101339

**QP CODE: 21101339**

**Reg No** : .....

**Name** : .....

**B.A DEGREE (CBCS) EXAMINATION, APRIL 2021**

**Sixth Semester**

B.A Mass Communication and Journalism Model I

**CORE - MC6CRT26 - MEDIA MANAGEMENT, LAW AND ETHICS**

2017 Admission Onwards

9FA410CF

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define the term 'search engine'.
2. Discuss the decisional managerial roles.
3. Explain Article 23 of the Indian constitution.
4. Define the term 'indigent' in the context of media law.
5. Define the term 'slander'.
6. Explain the provisions under Article 361 A.
7. Identify the year in which 'the press and registration for books act' was established.
8. Explain 'Section 5D' of the cinematograph act, 1952.
9. Describe the term 'GI' in the context of IPR.
10. Explain the term 'piracy' in the context of media ethics.
11. Identify the year in which the Press Council of India was set up.
12. Define the term 'media self-regulation'.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss the after effects of media monopoly.
14. Discuss about the key features of Indian Constitution.
15. Discuss the nature of directive principles of state policy.
16. Discuss the difference between 'libel per se' and 'libel per quod'.
17. Discuss the essentials needed to establish a contempt of court.
18. Make a note on 'The Press and Registration of Books and Publications Bill, 2011'
19. Discuss about the penalties for infringement of copyright.
20. Make a note on the 'Indecent Representation of Women's Act'.
21. Make a note on 'Operation West End' put forward by Tehelka magazine.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the nature, scope and importance of media management.
23. Discuss the issue of press freedom in India.
24. Discuss the statement 'Defamation has become a burning issue in the present times'
25. Discuss on the dominance of Page 3 syndrome in newspaper industry.

(2×15=30)

