

This question paper contains 2 printed pages]

Roll No.

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S. No. of Question Paper : **5162**

Unique Paper Code : **6292102302**

Name of the Paper : **Media Laws and Ethics**

Name of the Course : **B.A. (H) Multimedia and Mass  
Communication-NEP**

Semester : **III**

Duration : **3 Hours**

Maximum Marks : **90**

*(Write your Roll No. on the top immediately on receipt of this question paper.)*

Attempt any *five* questions.

*All* questions carry equal marks i.e. **18** marks each.

1. Explain the concept of the Fourth Estate. How does it act as a watchdog of democracy ?
2. Discuss the freedom of expression and its reasonable restrictions under the Indian Constitution.
3. Discuss the objectives and key provisions of the Information Technology Act, 2000.
4. Examine the impact of colonial press laws on the evolution of independent Indian media.

P.T.O.

5. Describe the functions of the Advertising Standards Council of India (ASCI).  
Why is self-regulation important in advertising ?
6. Define Intellectual Property Rights (IPR). Discuss the importance of IPR in the field of media, advertising and creative industries.
7. Analyse the problem of paid news and fake news in India. What measures can be taken to ensure authenticity in media content ?
8. Write short notes on any *three* of the following :
  - (i) Press Council of India (PCI)
  - (ii) First Press Commission
  - (iii) CBFC
  - (iv) E-Governance.