

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BAMT (Sem.-6)
PUBLICITY DESIGNING AND MEDIA LAWS

Subject Code : AMT-601

M.Code : 14033

Date of Examination : 04-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

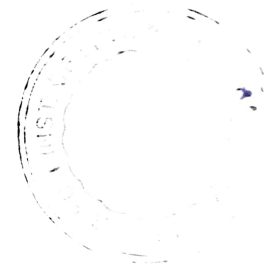
- a) Brochure
- b) Leaflet
- c) Bill boards
- d) Cut-out
- e) Bus panels
- f) Contempt
- g) Posters
- h) Slander
- i) E-mail
- j) Sensationalism

SECTION-B

2. How has FM popularized radio in India?
3. Is cinema an effective medium of publicity? Give reasons briefly.
4. Why are websites constructed?
5. What are the merits of creating a blog?
6. What do business organizations gain from Trade Fairs?

SECTION-C

7. "Internet has made publicity and advertising an integral part of life". Justify your answer.
8. Write a note on the law of Defamation.
9. Discuss the important provisions of Contempt of Court.



NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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B.Sc. (Multimedia) (Sem.-6)
PUBLICITY DESIGNING AND MEDIA LAWS
Subject Code : AMT-601
M.Code : 14033

Date of Examination : 14-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly:

- i. Digital Media
- ii. Vlog
- iii. Publicity
- iv. IPR
- v. Promotion
- vi. Streaming Radio
- vii. RTI
- viii. Media ethics
- ix. Freedom of Press
- x. Exhibitions

SECTION-B

2. Write a note on the online advertising.
3. Which software is commonly used for the designing of print advertisements?
4. What is defamation? Distinguish between libel and slander.
5. What are the differences between audio and audio-visual advertisements?
6. Explain the importance of copyright act.

SECTION-C

7. Discuss the role of Indian print media in the context of Globalization.
8. What is contempt of court? Write about the civil contempt.
9. Write a detailed note on the outdoor advertising and its type.

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B.Sc (Multimedia) (Sem.-6)

Subject Code : AMT-601

M.Code : 14033

Date of Examination: 05-05-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly:

a. Online Media

b. Trade Fairs

c. IPR

d. Libel

e. Cutouts

f. Social media influencers

g. Dangers

h. Slogan

i. Leaflets

i. DTP.

SECTION - B

2. What are the principles of online advertisements?
3. Discuss the importance of copyright act.
4. Write a note on the Defamation with suitable examples.
5. How media laws are useful for media industry?
6. Explain the different methods of Print Media advertisements.

SECTION - C

7. Discuss the role and functions of internet in various medium of publicity.
8. How can you manage the publicity for Radio, Television and Digital Media?
9. What is contempt of court? Write about the criminal contempt.

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Bachelor of Science (Multimedia) (Sem.-6)
PUBLICITY DESIGNING AND MEDIA LAWS

Subject Code : AMT/601

M.Code : 14033

Date of Examination: 25-04-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
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3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a) Magazine
- b) Posters
- c) Dangleers
- d) Cutout
- e) AM
- f) Banners
- g) Trade Fairs
- h) Criminal Laws
- i) OTT
- j) Television.

SECTION-B

2. How would print media build upon a publicity campaign?
3. How radio channels are used for publicity?
4. Discuss trade fairs as a way of publicity.
5. What are the provisions mentioned in the Article 19 of the Indian Constitution?
6. Discuss the Intellectual Property Law.

SECTION-C

7. 'Community-driven media initiatives have helped in amplifying the voices and concerns of marginalized women in India'. Comment.
8. Describe the contribution of Prasar Bharati towards Indian society.
9. Describe and discuss the provisions of Copyright Act.

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