

**NALSAR PROXIMATE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD
P.G.DIPLOMA IN MEDIA LAWS
2003-04**

PAPER 1V- MEDIA – ADVERTISEMENT AND LAW

TIME: 2 HOURS

MARKS: 60

INSTRUCTIONS TO CANDIDATES

- 1. The questions to be interpreted as given and no clarification can be sought from the invigilator**
- 2. No printed or handwritten materials will be allowed in the hall.**
- 3. All questions carry equal marks (15 marks each)**
- 4. Clearly indicate the Question numbers**

ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS

1. Whether media has freedom of commercial speech? Is it possible to impose restrictions on Advertisements? Discuss in the context of Monopolies and Restricted Trade Practices Act, Consumer Protection Act and recent Competition Act.
2. What is the role of Press Council of India with regarding to Media's business in advertisements?
3. What are the advertising ethics in India, who formulated them? How they are enforced?
4. What is puffery and passing off? Explain the liability of advertiser and publisher for the misrepresentation or misleading information.
5. Write Short Notes on
 - a) Magic Remedies Advertisements MacBride Commission
 - b) Yellow pages Case
 - c) Motor Vehicle Act and Advertisements
6. Write Short Notes on:
 - a) Advertising Standards Council of India
 - b) Indecent Representation of Women Act.
 - c) Kamasutra Advertisement controversy