

**NALSAR PROXIMATE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD
P.G.DIPLOMA IN MEDIA LAWS
2009-10**

PAPER IV- 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**
- 4. Clearly indicate the Question numbers**

ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS

1. Explain the significance of Tata Yellow Pages with reference to Advertiser's freedom?
2. What are the restrictions on propagating magic remedies for medicines? Which law deals with that situation and what remedies are provided?
3. How the Advertisement Standards Council of India regulates and promotes in ethics in Advertisements?
4. Explain the cases where Press Council of India corrected erring advertisers.
5. How the Indecent Representation of Women (Prohibition) Act 1986 prevents obscene advertisements in media?
6. Write Short Notes on
 - a) Sakal papers case
 - b) Emblems and Names Act
 - c) Advertisement as news