

**NALSAR PROXIMATE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD**

**P.G.DIPLOMA IN MEDIA LAWS
2011-12
Supplementary Exams (December, 2012)**

PAPER IV- ADVERTISEMENT & LAW

Time: 2 ½ hours.

TOTAL MARKS: 90

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 each).**
- 4. Answer any six questions, additional answers after 6 answers will be not marked.**
- 5. Clearly indicate the Question numbers.**
- 6. Short notes not to exceed 75 words, Long answers not to exceed 250 words.**
- 7. Imaginary case laws used in the answer will result in striking of the answers in total.**

ANSWER ANY SIX OF THE FOLLOWING QUESTIONS ONLY

1. Explain Constitutional Foundations of Advertisement freedom.
2. What is the significance of judgment of Supreme Court in Sakal Papers Pvt Ltd v Union of India with reference to Advertisements and Press Freedom?
3. Whether Newspapers have right to get advertisements from the Government? Explain the legal points rendered in Eenadu case by Andhra Pradesh High Court.
4. What is the judgment of Supreme Court of United States in defamation through advertisement? Explain the relevance of New York Times case to Indian advertisers.
5. Recently there is spurt in advertisements on TV about certain drugs claiming remedies. Can they claim such remedies within the framework of Drugs and Magic Remedies Act? Explain.
6. What is misleading advertisement? Is there any law to prevent it? What are the proposals?
7. What is the role of Press Council of India and Advertisement Standards Council of India in regulating the content of Advertisement with recent examples?
8. Write Short Notes on
 - a. Can doctors advertise about their profession?
 - b. Using Gandhi's name for commercial advertisement?
 - c. Code of Advertisements over Radio and Doordarshan.