

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

**2011 – 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. Whether freedom of press includes freedom to advertise? Discuss with relevant case laws.
2. Whether newspaper is liable for the content of an advertisement to a third party? Explain with examples.
3. How Indecent Representation of Women (Prohibition) Act 1986 will apply to Advertisements? Explain the liability of publisher under this law.
4. Can a telephone service company own the data of subscribers as their property? Explain the substantial points in Tata Yellow Pages judgement?
5. What is the objective of Drugs and Magic Remedies Act? What it intends to punish and how? Explain it with reference to advertisement about pharmaceutical products.
6. Analyse the role of Advertisement Standards Council of India in regulating the advertisements in media.
7. Explain the law of defamation with reference to Advertisement.
8. Write Short Notes on
  - a. Lawyers and Advertising their profession
  - b. Restrictions on alcohol advertisements
  - c. Madhu Sapre and Milind case