

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

2013 – 2014

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, only the first six questions will be marked.**
- 5. Answers without Question numbers will not be marked.**
- 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 Consumer Protection from false, deceptive or misleading advertisements.
2. Analyse the role of the Advertisement Standards Council of India in regulating the advertisements in media. Does its scope extend to the broadcast, electronic and digital media?
3. Explain Constitutional Foundations of Advertisement Freedom.
4. Explain the effectiveness of the Drugs and Magic Remedies Act in the wake of a spurt in advertisements in respect to certain drugs claiming remedies in print media, Radio, TV and the Internet.
5. What is the significance of judgment of the Supreme Court in Sakal Papers Pvt Ltd v Union of India with reference to advertisements and Press Freedom?
6. How Indecent Representation of Women (Prohibition) Act 1986 will apply to advertisements? Explain the liability of Publisher/Broadcaster under this law.
7. Can a Mobile phone services vendor share database of one client with another without consent of the first client? Is there any remedy for the aggrieved party? The

Aam Admi Party has accused its vendor to share the 1.5 crore-strong database of cell phone numbers with the Bhartiya Janata Party.

8. Write short notes on:

- a. Can lawyers advertise about their profession?
- b. Restrictions on alcohol and tobacco products advertisements.
- c. Ethic and Advertisements of Medical Services.