

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

**2014-15
Supplementary Exams (November, 2015)**

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. "The Reflections" – an advertisement company made a 40 second video showing Indian National Flag cloth made into T-shirts, shorts and caps. In fact, the dress making company for whom the advertisement is being made was not intending to make any dress with Indian Flag design. However it accepted the ad film as it generated lot of interest among the viewers of TV channels. A patriotic citizen of India filed a writ petition in High Court seeking a direction from Government to prosecute the advertiser and the dress making company.
 - a. Explain the wrong and under what law it can be questioned.
 - b. What are the defences available to the advertising and dress making companies?
2. What are the laws that can protect a consumer from false, deceptive or misleading advertisement?
3. Do you think whether Advertisement is part of freedom of speech, when money is exchanged for that expression? Discuss how the Supreme Court explained the constitutional foundation of advertisement related expression.
4. Explain the Supreme Court judgment in Tata Yellow Pages case and its relevance to present day advertisement rights.
5. 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?
6. What are the salient features of Food Safety and Standards Act as far as advertisements are concerned?

7. How Indecent Representation of Women (Prohibition) Act 1986 will apply to advertisements? Explain the liability of Publisher/Broadcaster under this law.
8. Write Short Notes on any two:
 - a. Surrogate advertisements
 - b. Misbranded food
 - c. Alcohol advertisements