

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

**2016 – 2017**

**PAPER IV- ADVERTISEMENT & LAW**

**Time: 2 ½ hours.**

**TOTAL MARKS: 100**

**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 / mobile phone / electronic devices will be allowed in the hall.**
- 3. All questions carry equal marks (20 each).**
- 4. Answer any five (5) questions, only the first five (5) questions will be marked.**
- 5. Answers without Question numbers will not be marked.**
- 6. Short notes not to exceed 250 words, Long answers not to exceed 750 words.**
- 7. Imaginary case laws used in the answer will result in striking of the answers in total.**
- 8. Answers in illegible handwriting will not be taken into consideration.**

**ANSWER ANY FIVE (5) OF THE FOLLOWING QUESTIONS ONLY (5 x 20 marks = 100 marks)**

1. Write short notes on the following: (4 x 5 marks = 20 marks)
  - a. Press Council of India's authority to regulate Advertisements
  - b. Representation of Women Act
  - c. Consumer Rights with reference to Advertisements
  - d. Tobacco Ads and regulation
2. Explain the salient features of Advertisement Standards Council of India and its impact on regulation of Advertisements
3. Can Cable TV Net Works Regulation Act stop misleading Advertisement? Discuss the liability of the Cable TV operator, Channel owner and the maker of misleading advertisement.
4. What is freedom of commercial speech? Whether Constitution of India recognized it?
5. How the law can stop the advertisements propagating magic remedies?
6. Whether a newspaper or a TV Channel has right to Advertisements from the Government? Explain with case law.
7. Write short notes on **any four (4)** of the following: (4 x 5 marks = 20 marks)
  - a. Misbranded food
  - b. Deceptive Advertisement
  - c. Tata Yellow Pages
  - d. Drugs and Cosmetics Act, 1940
  - e. Surrogate advertisement