

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

**2017 – 2018
Supplementary Exams (December, 2018)**

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 350 words, Long answers not to exceed 750 words.**
- 7. Imaginary case laws used in the answer will result in striking of the answers intotal.**
- 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 any **two (2)** of the following: (2 x 10 marks = 20 marks)
 - a. Advertisement norms for journalists
 - b. Hazardous Things and Ads
 - c. Standards of Public Decency
2. Define Advertisement as per ASCI and Drugs and Magic Remedies Act. Explain the concept of advertising.
3. How the Government tried to curb the Media's Freedom to advertise? Explain with reference to case law.
4. As the Advertisement Standards Council of India is not a public authority, what is its nature and how is it functioning?
5. What is a misleading advertisement? Can the channel and Cable TV operator be held liable both under Contract Act and Cable TV Net Works Regulation Act?
6. What are the advertising Ethics in India? What are the safeguards against misrepresentations and misleading advertisements?
7. Write Short Notes on any **two (2)** of the following: (2 x 10 marks = 20 marks)
 - a. Kama Sutra
 - b. Prohibited areas of advertisement
 - c. Tata Yellow Pages