

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

**2018 – 2019  
Annual Exams (May, 2019)**

**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) Role of Press Council in Advertisements in newspapers
  - b) Restrictions on Tobacco advertisements
  - c) Legal consequences of Indecent Representation of Women in Advertisements
2. Ravi, a former Hero of Hindi movies endorsed on Television channel a herbal drug saying that his weight was magically reduced by five kilos within two days. A dozen people used it and found no reduction of weight. They filed a police complaint and suit for compensation against TV channel, Film Actor, Drug maker and Drug distributor. Answer following questions with relevant provisions of law and cases.
  - a) What is criminal liability of the respondents?
  - b) Whether all four respondents are liable to pay damages?
3. In case of situation existing as described in Question No. 2, do you find any role of Advertisement Standards Council of India? Explain with suitable examples and constitution of ASCI.
4. Why the Supreme Court decision in Tata Yellow pages case is significant?
5. Whether a newspaper criticizing the Government with total bias is entitled to advertisements from the Government? Explain with relevant case law.

6. Explain the penal provisions of Food Safety and Standards Act, with reference to advertisements.
  
7. A manufacturer engaged “the Expressions’ ad agency for designing ads for an energy drug, featuring a porn-star-turned-Hindi Film Actress Chandni to endorse it. A popular tv channel ran a campaign during an IPL season, and shown as short ad films in theaters also. Alleging the obscene content of the ad was very high the Cine-goers Association complained to ASCI, Press Council and Film Certification Authority under Cinematography Act. ASCI directed immediate withdrawal of the advertisement. The Association registered an FIR against drug manufacturer, distributor, ad agency ‘the Expressions’ along with director and actress. Explain the liability of:
  - a) Ad agency ‘the Expressions’
  - b) Film star, script writer and director
  - c) TV channel
  - d) Theatres showing the ad film
  - e) Drug maker and distributor.