

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

**2018 – 2019
Supplementary Exams (Nov-Dec, 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) Code of Ethics by Press Council for Advertisements
 - b) Regulation of Advertisements by Doctors and Hospitals
 - c) Advertisement Standards Council of India
- 2. An advertising company prepared a copy of advertisement in which a product was claimed to have reduced obesity by five kilos a week. Antony used the product but found no result. It was the case with ten others who are his friends. All the eleven persons filed eleven suits in a court of law claiming damages.**
 - a) Decide the civil liability of advertiser (5 Marks)**
 - b) Decide the criminal liability of advertiser. (5 Marks)**
 - c) Decide the criminal liability of the manufacturing company. (5 Marks)**
 - d) Decide the civil liability of the manufacturing company. (5 Marks)**
- 3. Surya, a journalist in Hyderabad is publishing Surya India, a daily newspaper and having circulation of 50000 copies every day. The State Government fixed eligibility of having daily circulation of 50000 to issue advertisements. Surya was highly critical of the Government policies. The Government has given Rs 5 crore worth Advertisements in two years to a newspaper which is run by the son of the Chief Minister but gave only Rs 10,000 worth Advertisement. Surya claimed the advertisements from Government as a right. A citizen filed a public interest litigation to take action against Chief Minister. Explain the entitlement of Surya and liability of the Government in PIL. Explain with relevant case law.**

4. Misleading advertisements can lead to punishment under Food Safety and Standards Act. Explain with relevant provisions of law.
5. What is the Supreme Court's decision in Tata Yellow Pages case?
6. Explain the liability of cricket celebrity who endorsed a soft drink that proved to be harmful.
7. Do you think there is a need for public or lawfully authorized regulatory authority for contents and effect of the advertisements, in view of the fact that a private authority is not functioning well? What is that private body?