

**DIRECTORATE OF DISTANCE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD**

Post-Graduate Diploma in Media Laws (Batch 2019 – 2020)

Take Home – Supplementary Examination (January, 2021)

Paper III – 1.3. Advertisement and the Law

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

- a) Read the instructions for Take Home Examination carefully and adhere to the same.
 - b) *Please mention your name, ID No., subject name and total number of pages on the Answer Sheet.*
 - c) *Clearly indicate the question numbers while answering them.*
 - d) *Answer all questions and each question carries 10 marks.*
 - e) The answers should be written in 300 words. Exceeding the word limit can get you '0' marks.
 - f) *Since this is a take home exam, we expect your answers to be analytical rather than straight answers.*
 - g) Copying from any source including from reading material and other students is strictly prohibited. Plagiarism is considered as a serious academic mis-conduct and the University will take action as it deems fit.
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Part I

Read this paragraph and answer the questions:

Honey marketed by prominent brands failed a key test of purity, the Centre for Science and Environment (CSE) has claimed, citing an investigation it conducted on various brands of Indian honey. Current regulations specify around 18 parameters that honey must comply with for producers to label it 'pure honey.' CSE food researchers selected 13 brands of raw and processed honey, including Dabur, Patanjali, Baidyanath and Zandu, and subjected them to tests that are required under national food regulatory laws to be labelled as honey.

Answer the following questions based on the above paragraph:

1. Whether the advertisements by the above companies about Honey will fall under category of misleading advertisements or false advertisements?
2. Explain provisions of law or regulation relating to misleading advertisements and punishments for the wrongs.
3. Can Dabur or Patanjali or any other maker of honey can sue the CSE? Whether its report is defamatory?
4. Whether the newspaper that published the advertisement will be liable for propagating the misleading the advertisement.

Part II

Observe the following pictures and answer.



5. The super star Tamannah is found here promoting the honey by one of the companies whose honey was found to have failed test of purity. Can consumer hold Tamannah also liable for promoting honey which is not pure?
6. Whether consumer has any remedy against those companies who sold the honey proved to be not pure?

Part III

Read the material (Module 1.3) Chapter V and answer the following questions:

7. What is the legal authority of Advertising Standards Council of India?
8. How do you ensure the fairness in the competition?
9. How the Juvenile Justice Act can protect the children from advertisers?
10. Do you find any need to bring changes in Advertisement law?