

**NALSAR PROXIMATE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD
P.G.DIPLOMA IN MEDIA LAWS
2001-02**

PAPER 1V- MEDIA – ADVERTISEMENT AND LAW

TIME: 2 HOURS

MARKS: 60

INSTRUCTIONS TO CANDIDATES

1. The questions to be interpreted as given and no clarification can be sought from the invigilator.
2. Only bare Acts are allowed –no book with commentary or explanations or text or presentation material will be allowed in the hall.
3. All questions carry equal marks
4. Clearly indicate the Question numbers

ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS

1. Analyze the restrictions on Advertisement in the context of Monopolies and Restricted Trade Practices Act, Consumer Protection Act and recent Competition Act.
2. Explain the regulation of Advertisements by Representation of Peoples Act, Motor Vehicle Act and National Housing Bank Act.
3. What are the Magic Remedies and Misleading Advertisements?
4. Explain the norms of journalistic conduct evolved by the Press Council of India.
5. Write Short Notes on
 - a) MacBride Commission
 - b) Tata Press Case
 - c) New York Times Rule
6. Write Short Notes on:
 - a) Puffery and Passing Off
 - b) Advertising Standards Council of India
 - c) Purpose of Advertisement