

**NALSAR PROXIMATE EDUCATION  
NALSAR UNIVERSITY OF LAW, HYDERABAD  
P.G.DIPLOMA IN MEDIA LAWS  
2002-03**

**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. No printed or handwritten materials will be allowed in the hall.**
- 3. All questions carry equal marks (15 marks each)**
- 4. Clearly indicate the Question numbers**

**ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS**

1. What are the Constitutional Foundations for Advertisement Freedom? Discuss with case law.
2. What are the safeguards against misleading advertisements available under the law generally?
3. Explain what media can do and can not do regarding Advertisements as part of its ethical code.
4. What are the various laws that regulate the Advertisements in Media?
5. Write Short Notes On:
  - a) Sakal Papers case
  - b) Eenadu Case:
  - c) Obscene Fashion and Media
6. Write Short Notes On:
  - a) Juvenile Justice Act 2000 in relation to Advertisements
  - b) Passing off
  - c) Colourable Imitation