

**NALSAR PROXIMATE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD
P.G.DIPLOMA IN MEDIA LAWS
2004-05**

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. Explain the duties of Advertisers in view of the legal restrictions. Refer to amended Monopolies and Restricted Trade Practices Act, Consumer Protection Act and Competition Act.
2. Explain the relevance of campaign restrictions under Representation of Peoples Act and under Model Code of Conduct of politicians especially belonging to ruling party during the elections.
3. Examine present trend of advertisements and explore the possibility of limiting them under the Magic Remedies and Misleading Advertisements.
4. Explain the role of Advertising Standards Council of India.
5. Whether media has a choice to advertise in whatever manner they want? What are the norms prescribed by the Press Council of India?
6. Write Short Notes on
 - a) Tata Press Case
 - b) New York Times Rule with reference to Advertisement
 - c) Puffery and Passing Off