

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

2005-06

PAPER IV- 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. All questions carry equal marks (15 marks each)**
- 3. Clearly indicate the Question numbers**

ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS

1. Explain the features of Drugs and Magic Remedies Act of 1954 and analyse its purpose?
2. Advertisement is 'commercial speech'. Do agree with this statement? Whether the restrictions on commercial speech are different from restrictions on general speech under Indian Constitution?
3. What is the role of Press Council in regulating the contents of Advertisements?
4. What stops Media from advertising tobacco and alcohol products? Why? Is it not restriction on production and Trade?
5. What is the liability of Newspaper or TV channel a) for obscene advertisement b) misleading advertisement, designed by Advertising Company and funded by the product maker?
6. Write Short Notes on:
 - a) Consumer Protection Act
 - b) Eenadu case
 - c) Monopolies and Restricted Trade Practices Act