

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

2010 – 2011

PAPER IV- ADVERTISEMENT & 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**
- 4. Clearly indicate the Question numbers**

ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS

1. Explain obscenity with reference to Indecent Representation of Women (Prohibition) Act 1986 and IPC provisions to curb obscene advertisements.
2. Why Tata Yellow Pages case is relevant to media law?
3. Why there are restrictions on advertisement of drug remedies? Can drugs be advertised or not? Whether every advertisement about pharmaceutical is illegal?
4. Explain function of Advertisement Standards Council of India.
5. Explain the liability of media for publishing advertisement which contains defamatory material. If media is not liable explain why?
6. Write Short Notes on
 - a. Advertisements during elections
 - b. Advertisements by Doctors
 - c. Alcohol and tobacco advertisements