

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

**2012-13
Supplementary Exams (December, 2013)**

PAPER IV- ADVERTISEMENT & LAW

Time: 2 ½ hours.

TOTAL MARKS: 90

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 each).**
- 4. Answer any six questions, only the first six questions will be marked.**
- 5. Answers without Question numbers will not be marked.**
- 6. Short notes not to exceed 75 words, Long answers not to exceed 250 words.**
- 7. Imaginary case laws used in the answer will result in striking of the answers in total.**

ANSWER ANY SIX OF THE FOLLOWING QUESTIONS ONLY

1. Define Advertisement? How advertisement is different from other forms of expression? Whether the involvement of commerce in speech makes any legal difference? Explain.
2. Who is liable for the content of the advertisement? Is it advertiser of the product, or the manufacturer or the publishing newspaper? What are the liabilities of publisher of newspaper for an Advertisement containing material which could be considered as breach of privilege of parliamentarians?
3. People are blaming that frequent sexual assaults on women are occurring because of provocative projection of women in television and cinema medium. The Internet added is another proposition to the problem. Do you agree?
4. What are advertising ethics? How those ethics can be enforced?
5. Whether Drugs and Magic Remedies Act could control the misleading Ads that have flooded all the media present?
6. What are the restrictions on advertisement of tobacco and alcohol?
7. Explain the functioning of the Advertisement Standards Council of India?
8. Write Short Notes on any two:
 - a. Surrogate advertisements
 - b. Professional advertisement by doctors
 - c. Advertisements and IT Act