

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

2012 – 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. Do you have freedom of commercial expression? Explain.
2. What are the liabilities of publisher of newspaper for an Advertisement containing defamatory material?
3. How can you prevent, punish or regulate obscenity in advertisements?
4. Explain the salient features of Tata Yellow Pages Judgement and its relevance to the present day situation.
5. What is misleading advertisement according to Drugs and Magic Remedies Act and how it can be controlled by this Law?
6. Explain the law and policy of Advertisements regarding tobacco and alcohol. Do you think restrictions on such advertisements are justified?
7. What is the role of Advertisement Standards Council of India in regulating the advertisements in Internet?
8. Write Short Notes on any two:
 - a. Ethics and Advertisements of Hospitals
 - b. Indecent Representation of Women Act
 - c. Puffery