

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

**2015-16  
Supplementary Exams (November, 2016)**

**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/ mobile phone/ electronic devices will be allowed in the hall.**
- 3. Answer any Five (5) questions, only the first five questions will be marked.**
- 4. Answers without Question numbers will not be marked.**
- 5. Short notes not to exceed 150 words, Long answers not to exceed 500 words.**
- 6. Imaginary case laws used in the answer will result in striking of the answers in total.**
- 7. Justify your answers with the relevant provisions of law and case-law.**

**ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS ONLY (5x18 = 90 marks)**

1. Whether commercial freedom of speech is recognized in the Constitution?
2. What are false, deceptive or misleading advertisements?
3. Can Advertisement Standards Council of India regulate ads in the broadcast, electronic and digital media?
4. Doctors and Lawyers cannot advertise their profession like business-persons? Is it right? What are the provisions of their 'advertisement freedom'?
5. The relevance and importance of the Drugs and Magic Remedies Act in the present day world of aggressive marketing and advertisement.
6. Do you justify the restrictions on alcohol and tobacco products advertisements or support the freedom of persons to choose whatever they want and maker's freedom of business to sell whatever they want?
7. Write short notes on any two with reference to advertisements:
  - a. Indecent Representation of Women (Prohibition) Act 1986
  - b. Food Safety and Standards Act
  - c. Drugs and Cosmetic Act 1940.