

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

**2016 – 2017
Supplementary Exams (November, 2017)**

PAPER IV- ADVERTISEMENT & LAW

Time: 2 ½ hours.

TOTAL MARKS: 100

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. All questions carry equal marks (20 each).**
- 4. Answer any five (5) questions, only the first five (5) questions will be marked.**
- 5. Answers without Question numbers will not be marked.**
- 6. Short notes not to exceed 350 words, Long answers not to exceed 750 words.**
- 7. Imaginary case laws used in the answer will result in striking of the answers in total.**
- 8. Answers in illegible handwriting will not be taken into consideration.**

ANSWER ANY FIVE (5) OF THE FOLLOWING QUESTIONS ONLY (5 x 20 marks = 100 marks)

1. Write Short Notes on any **two (2)** of the following: (2 x 10 marks = 20 marks)
 - a) Drugs and Magic Remedies Act, 1954.
 - b) Surrogate Advertisements
 - c) Tata Yellow Pages Case
2. A viewer of TV Cinema filed a writ petition before Delhi High Court for issuing a writ of mandamus to remove the repulsive messages against use of tobacco and alcohol which are being exhibited in the beginning of movies.
 - a) Whether those messages are advertisements? If so, whether TV has right to give such advertisements?
 - b) Do you justify those advertisement or vote for removal of those messages? Give reasons.
3. Why Doctors and Lawyers cannot advertise their profession? Are there any exceptions?
4. Examine the regulatory role of Advertising Standards Council of India.
5. What are false, deceptive and misleading advertisements? How to prevent such advertisements?
6. Explain the Role of Press Council of India in curbing unhealthy and indecent advertisements.
7. Write Short Notes on any **two (2)** of the following: (2 x 10 marks = 20 marks)
 - a) Indecent Representation of Women (Prohibition) Act 1986
 - b) Food Safety and Standards Act
 - c) Consumer Protection Act