

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

2017 – 2018

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 intotal.**
- 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. Press Council of India's authority to regulate Advertisements in TV channel
 - b. Women in ads and Representation of Women Act
 - c. Surrogate Advertisements
2. As the Advertisement Standards Council of India is not a public authority, what is its nature and how is it functioning?
3. A toothpaste product is accused of pumping huge money in advertising with misleading facts and because of this it has grabbed the market totally. Most of their advertisement was on TV channels with the active support of Cable TV operators. What is a misleading advertisement? Can the channel and Cable TV operator be held liable both under Contract Act and Cable TV Net Works Regulation Act?
4. A company started selling Mahadev Shani Kavach propogating that it would relieve the office and loan problems the people within one year. A film hero and cricket star endorsed that their problems were solved after using this kavach. The company made extra-ordinary profit of 100 crore Rupees. Eight people who purchased Kavach at Rs 9999/- but failed to get any relief filed a criminal case against the company and celebrities. Discuss the liability of the company and the celebrities separately, with reference to relevant law and provisions.
5. Ruling party of Nataka State has advertised in all newspapers except Praja Nataka daily of that state. Praja Nataka publishers filed a writ petition against the Ruling Party for discriminating their newspaper by not giving advertisements to them alone, because they were highly critical of policies of Ruling Party. Discuss the rights and duties of both the parties with case law.

6. Two major political parties of Nataka state have paid Rs 100 crore to two major daily newspapers for writing in support of their candidates, which they did. No advertisement was published for the candidates or for the party. The opposition party candidate, who lost the election, blamed undue payments to media as the reason for his defeat. Filed a complaint before Election Commission, Press Council and High Court. Decide the rights of the claimant and liabilities of the respondents.
7. Write Short Notes on any **two (2)** of the following: (2 x 10 marks = 20 marks)
- a. Ads under Food Safety and Standards Act
 - b. Deceptive Advertisement
 - c. Tata Yellow Pages