



TYBMM sem VI Reg & A.T.K.T Exam April - 2018  
75 marks

Q. P. Code: 36084

2 and ½ hours.

Advertising - Legal Environment and Advt. Ethics

Note: 1) All questions are compulsory.

20/4/18

2) Figures to the right indicate full marks.

3) Internal choices are provided.

Q 1) A Explain the relationship between self regulation, code of ethics and the legal environment in the media with reference to-

i) Emblems and Names (prevention of improper use act).

OR

ii) Drugs & Magic Remedies (Prohibition of Objectionable Advertisements) Act.

10

Q1) B i) Examine Naomi Woolf's views on advertising and women in her book The Beauty Myth.

OR

ii) Examine Noam Chomsky's views on Advertising and American polity and society.

5

Q2) A Explain the importance of ethics while advertising to-

8

i) Children and advertising

OR

ii) Women and advertising

Q2) B i) Write a note on the role of associations in laying down ethical conduct with a special focus on ASCI.

7

OR

ii) Write a note on the role of Press Council of India.



Q3) A i) Discuss the role of CGSI for consumer protection and education.

OR

ii) Examine the importance of Consumer protection Act in improving quality and standards of Indian products.

8

Q3) B i) Examine the importance of intellectual property rights with special reference to the Copyright Act in India.

7

OR

ii) Discuss the role of standardization bodies like Agmark and BIS.

Q4) A i) List some of the unfair trade practices with a special focus on small print clarification and misleading comparisons.

8

OR

ii) Write a note on international bodies like ISO and FDA.

Q4) Bi) How does advertising influence society? Examine the social responsibility of advertising and the role of advertising as a moulder of opinion and values.

7

OR

Q4) Bii) Write a note on the law of defamation in India.

Q5) Write short notes on any three of the following-

15

a IT Act

b Political advertising

c CERC

d Surrogate advertising

e customer care centres.