

Time: 2.30 Hours

Marks: 75

- Note: 1) All questions are compulsory.  
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) Copyright Act. 10
- B) i) Examine Naomi Woolf's views on advertising and women in her book The Beauty Myth.
- ii) Examine Jean Kilbourne's views on Advertising and American society. 05
- Q2) A) Explain the importance of ethics while advertising to-
- i) Children and advertising **OR**
  - ii) Senior Citizens 08
- B) i) What is Defamation? Explain with reference to Advertising. **OR**
- ii) What is RTI? Explain with examples.
- Q3) A) i) Discuss the role of CGSI for consumer protection and education. **OR**
- ii) Examine the importance of Essential Commodities Act to protect consumer interests. 08
- B) i) Discuss the role of standardization bodies like:  
ISO and BIS 07
- ii) AGMARK and Six Sigma **OR**
- Q4) A) List some of the unfair trade practices with a special focus on:  
Small print clarification and misleading comparisons. 08
- B) Discuss in detail important socio-economic criticisms of advertising. 07
- OR**
- Q4) C) How does advertising influence society? Examine the social responsibility of advertising and the role of advertising as a moulder of opinion and values. 15
- Q5) Write short notes on any three of the following- 15
- a) Contempt of Court
  - b) Political advertising
  - c) AAAI
  - d) Rights of consumers
  - e) Press Council of India





