

Advertising: Legal Environment and Advertising ethics

(2 Hours)

[Total Marks : 50

- N.B. : (1) Question No.1 is compulsory.
(2) Attempt any three questions from Q.Nos. 2 to 5.

- I. (a) Laws are necessary to regulate the profession of Advertising. With reference to this statement discuss :
(i) Emblems and Names (Prevention of Improper use) Act.
OR
(ii) Copyright Act.
(b) The two much acclaimed critics of advertising are Vance Packard and Jean Kilbourne. 6
(i) Discuss Vance Packard's views on Motivational Research.
OR
(ii) Discuss Jean Kilbourne's views on Feminism.
- II. (a) Explain the role of ethics in advertising in the context of 6
(i) Women and advertising
OR
(ii) Advertising and Senior citizens
(b) Explain the role of professional bodies like ASCI and AAI in the field of advertising with a special focus on their codes of conduct. Examine the code of conduct of - 6
(i) ASCI
OR
(ii) AAI
- III. (a) Standardisation goes hand in hand with liberalisation. Explain this with reference to - 6
(i) Agmark
OR
(ii) BIS
(b) (i) Define consumer. Explain the rights given to a consumer under the Consumer Protection Act. 6
OR
(ii) Explain the role of District forum or State Commission to protect the rights of consumers.

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IV.(a) Write a note on non-governmental organisations like -

(i) CERC

OR

(ii) CGSI

(b) Examine the need for advertising to be socially responsible. Discuss with a special focus on

(i) Children and advertising.

OR

(ii) Small print clarification.

V. Write short notes on any two of the following :

(a) Puffery

(b) CFBP

(c) Political advertising

(d) Role of Customer care centres.