

74Bmm Sem-VI
Apr 12019
Marks: 75

Time: 2:30 Hours

- N.B. : (1) All questions are compulsory.
(2) Each question is for 15 marks.
(3) Give suitable examples wherever necessary.
(4) Figures to the right indicate maximum marks.

Q.1 a) Why is Legal Environment important in any country with respect to Advertising
Discuss this with reference to: 10

(i) Drugs & Magic Remedies(Objectionable Advertisements) Act
OR

(ii) Emblems & Names (Prevention of Improper Use) Act

b) Being a critique of media is a challenging task; discuss this in the light of: 05

(i) Vance Packard was a man ahead of his times; discuss this in the light of validity &
morality in Motivation research

OR

(ii) The Beauty Myth as discussed by Naomi Wolf.

Q.2 a) Ethics in any field is essential to enhance professionalism in that field, discuss with
reference to 08

(i) ASCI

OR

(ii) Advertising to Religious minorities

b) (i) What is the relevance of Cyber Laws today with special reference to
Section 66(A)? 07

OR

(ii) What do you understand by Contempt of Court? Explain using examples in the media
context.

Q.3 a) Discuss the importance of standardization for consumers. In this context discuss: 08

(i) BIS

OR

(ii) ISO

b) What are Unfair Trade Practices, discuss this with respect to: 07

(i) Visual Distortion

OR

(ii) False and misleading comparisons

Q.4 a) List the Non-Government initiatives to protect consumer interest. Explain with
reference to: 08

(i) CERC

OR

(ii) CFBP

b) What are socio economic criticisms of advertising? Explain with reference to: 07
(i) Creating Artificial Needs

OR

(ii) Preying on feelings of inadequacy

Q.5) Write short notes on **any three** of the following: 15

- (a) FSSAI
- (b) Government Policies & Advertising
- (c) Manipulation of advertising research
- (d) Social responsibility of Advertising
- (e) Surrogate Advertising