25804124 (Pages : 2) Reg. No.....

Name.....

FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE EXAMINATION, OCTOBER 2025

Sixth Semester

FB 15—ADVERTISEMENT AND ITS LEGAL IMPACT

(2022 Admissions—Regular/2018 to 2021 Admissions—Supplementary)

Time : Three Hours Maximum : 75 Marks

Part A

Answer any **five** *questions.*

Each question carries 3 *marks.*

1. Mention the importance of Advertisement Copy.
2. What do you mean by Advertising Clutter ?
3. State any *two* Indian decisions regarding advertisement.
4. Narrate the meaning of Brand Name.
5. Describe the role of Internet in advertisement.
6. Who are advertisers ?

(5 × 3 = 15 marks)

Part B

Answer any **three** *questions.*

Each question carries 10 *marks.*

7. Explain the challenges of brand managers in effective advertisement.
8. Discuss the functions of advertisement. How an advertisement will improve the stage of products' life cycle ?
9. Describe the significance of ASCI code of advertising practice.
10. Illustrate the different forms of price misrepresentation at other dishonest practices.

(3 × 10 = 30 marks)

Turn over

Part C

Answer any **two** *questions.*

Each question carries 15 *marks.*

11. Discuss the features of Indian Advertising Scene referring apex advertisers in India.

12. Elucidate the different forms of Advertisement with its relative merits and demerits.

13. State the legal impacts of advertising in India with reference to statutory laws in India.

(2 × 15 = 30 marks)