

TYBMM – Semester VI (Advertising)

Subject – Legal Environment & Advertising Ethics

Note – Answers are highlighted in yellow Color

Module I: Legal Environment

1. Article 14 of _____ says that state shall not deny to any person equality before the law or the equal protection of the laws within the territory of India.
 - a. Right to Freedom
 - b. Right to Equality
 - c. Right against Exploitation
 - d. Right to Constitutional Remedies
2. _____ was removed from the list of the Fundamental Rights by the 44th Constitution amendment Act, 1978 and after amendment it was made legal right under article 300-A.
 - a. Right to Freedom
 - b. Right to Equality
 - c. Right to property
 - d. Right against Exploitation
3. _____ says that no title, unless it is a military or academic distinction, shall be conferred by the State. No citizen of India shall accept any title from any foreign state.
 - a. Article 18
 - b. Article 14
 - c. Article 19
 - d. Article 20
4. _____ is a part of a broader company's law (or law of business associations) Other types of business associations can include partnerships (in the UK governed by the Partnership Act 1890), or trusts (like a pension fund), or companies limited by guarantee (like some community organizations or charities).
 - a. IT Law
 - b. Company Law
 - c. Corporate Law
 - d. Industry Law
5. _____ is written defamation and slander is oral defamation.
 - a. Libel
 - b. Dishonor
 - c. Shame
 - d. Obloquy

6. _____ is the ongoing point of debate within Indian mandate to replace personal laws based on the scriptures and customs of each major religious community in India with a common set of rules governing every citizen.
- a. **Uniform Civil Code**
 - b. ASCI Code
 - c. AAAI Code
 - d. Social Code

Module II : Government Policies and Cyber Laws

7. _____ law was passed by Parliament on 15 June 2005.
- a. Right to Equality
 - b. **Right to Information**
 - c. Right to Education
 - d. Right to Constitutional Remedies
8. The _____ Corporation's main objective is to provide autonomy to Doordarshan and Akashvani in order to “educate and entertain the public.
- a. Broadcast Ministry
 - b. **Prasar Bharati**
 - c. Information & Broadcasting
 - d. Infotainment
9. _____ is the principle that Internet service providers (ISPs) should treat all Internet communications equally and not discriminate or charge differently based on user, content, website, platform, application, type of equipment, or method of communication.
- a. Internet Stability
 - b. **Network neutrality**
 - c. Information Transformation
 - d. Software Updatation
10. The _____ accepts complaints against and by the press in matters relating to a journalist's or media organization's ethical failures.
- a. Indian Wireless Telegraphy Act
 - b. Prasar Bharati
 - c. **Press Council of India**
 - d. Indian Broadcasting Foundation (IBF)

Module III : Laws Pertaining to Media

11. The primary objective of the _____ act is to ensure that the drugs and cosmetics sold in India are safe, effective and conform to state quality standards.
- The Prevention of Illicit Trafficking in Narcotic Drugs and Psychotropic Substances Act
 - The Narcotic Drugs and Psychotropic Substances Act, 1985
 - Drugs and Cosmetics Act, 1940**
 - The provisions of the Dangerous Drugs Act, 1930
12. The _____ An Act to prohibit indecent representation of women through advertisements or in publications, writings, paintings, figures or in any other manner.
- Matrimonial Rights of Women
 - Indecent Representation of Women Act**
 - Protection of Women from Domestic Violence Act
 - The Sexual Harassment of Women
13. _____ prohibits advertisements of drugs and remedies that claim to have magical properties, and makes doing so a cognizable offence.
- The Narcotic Drugs and Psychotropic Substances Act, 1985
 - Drugs and Cosmetics Act, 1940
 - Drugs and Magic Remedies Act**
 - The provisions of the Dangerous Drugs Act, 1930
14. _____ prohibits misleading advertisement relating to drugs. Subject to the provision of this act, no person shall take part in publication of any advertisement relating to a drug if the advertisement contains any matter which (a) directly or indirectly gives false impression regarding the true character of the drug, or (b) makes false claim of the drug, or (c) is otherwise false and misleading in any particular manner.
- The Narcotic Drugs and Psychotropic Substances Act, 1985
 - Drugs and Cosmetics Act, 1940
 - Drugs and Magic Remedies Act**
 - The provisions of the Dangerous Drugs Act, 1930
15. Under the _____, 1957 the term "work" includes an artistic work comprising of a painting, a sculpture, a drawing (including a diagram, a map, a chart or plan), an engraving, a photograph, a work of architecture or artistic craftsmanship, dramatic work, literary work (including computer programs, tables, compilations and computer databases), musical work (including music as well as graphical notations), sound recording and cinematographic film.
- Company Act
 - Copyright Act**
 - Artistic Act
 - Broadcasting Act

16. _____ law statutorily protects trademarks as per the Trademark Act, 1999 and also under the common law remedy of passing off.
- a. Patents Act
 - b. Copyright Act
 - c. Indian trademark
 - d. Company Act
17. The _____ sets out the requirements for patent applications, how the patent-granting process should operate, and the law relating to disputes concerning patents.
- a. Company Act
 - b. Patents Act
 - c. Copyright Act
 - d. Artistic Act
18. _____ means depiction in any manner of the figure of a woman in such a way that is derogatory and or denigrating women, or is likely to deprave, corrupt or injure the public morality.
- a. Low Standard
 - b. Brave
 - c. Indecent
 - d. Cheap
19. When India opened up its economy, removing controls and restoring to globalization, there was a need for a _____.
- a. Patents Act
 - b. Competition act
 - c. Copyright Act
 - d. Company Act
20. _____ provides for control & regulation of prize competition & it also provides for licensing of prize where the prize exceeds one thousand rupees.
- a. Trade & Merchandise Act
 - b. Prize Competition Act, 1955
 - c. The Monopolies and Restrictive Trade Practices Act
 - d. Competition Act, 2002
21. _____ incorporated the following: The registration of trademarks for services in addition to goods &. Registration of trademarks which are imitation of well-known trademarks not to be permitted.
- a. Patents Act
 - b. Copyright Act
 - c. The Trademarks Act, 1999
 - d. Company Act

22. _____ includes all medicines for internal or external use and all substances, which affects the structure or any function of human or animal body.
- a. Natural oils
 - b. Chemical
 - c. Drug
 - d. Minerals
23. Cosmetics included toilet soap as it may contain harmful ingredients prohibited under _____.
- a. The Narcotic Drugs and Psychotropic Substances Act, 1985
 - b. Drugs and Cosmetics Act, 1940
 - c. Drugs and Magic Remedies Act
 - d. The provisions of the Dangerous Drugs Act, 1930
24. _____ Prohibits improper use of National Flag, The name and emblems or official seal of Government of India. The name and pictorial representation of medals and decorations of Ashok Chakra, Param Veer Chakra etc.
- a. Harmful Publication Act
 - b. Tortious Liability
 - c. Emblems and Names (Prevention of Improper Use) Act 1950
 - d. Trade and Merchandise marks act 1958
25. Under _____, owners are granted certain exclusive rights to a variety of intangible assets, such as musical, literary, and artistic works; discoveries and inventions; and words, phrases, symbols, and designs.
- a. Tortious Liability
 - b. Harmful Publication Act
 - c. Intellectual Property Law
 - d. Trade and Merchandise marks act 1958

Module IV(A) : Ethics in Advertising

26. Critics say that advertisements often portray entire group of people in_____ ways showing elderly people only as senile or aged.
- a. Stereotypical
 - b. Psychological
 - c. Sociological
 - d. Racial
27. _____ forces people psychologically to buy goods they do not need.
- a. E-Shopping
 - b. Advertising
 - c. Marketing
 - d. Retailing
28. Advertising often shapes_____ and creates norms by introducing a product or service alongside an idea that makes that product desirable.
- a. Emotional Views
 - b. Rational Views
 - c. Cultural Views
 - d. Psychological Views
29. Women have incredible _____power as a collective group. Which motivates them to buy brands that represent them voices realistically.
- a. Feminine
 - b. Physical
 - c. Buying
 - d. Psychological
30. The emerging new stereotypes of_____ are due to changes in the social, economic, political, scenario, trends in liberalization / globalization and the rise of consumerism.
- a. Children
 - b. Men
 - c. Women
 - d. Youth
31. Historically, the portrayals of communities in media have been negative, reflecting the cultural intolerance of individuals.
- a. LGBT
 - b. Women
 - c. Children
 - d. Old People

Module IV(B) : Bodies Helping to maintain code of e Ethical conduct in Media

32. The _____ established in 1985, is committed to the cause of Self-Regulation in Advertising and ensuring the protection of the interests of consumers.
- a. Indian Monetary Fund (IMF)
 - b. Television Regulatory Authority of India (TRAI)
 - c. Advertising Agencies Association of India (AAAI)
 - d. Advertising Standards Council of India (ASCI)
33. The _____ is the official, national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation.
- a. Advertising Agencies Association of India (AAAI)
 - b. Indian Monetary Fund (IMF)
 - c. Television Regulatory Authority of India (TRAI)
 - d. Advertising Standards Council of India (ASCI)
34. The _____ primary role of is to implement self-regulatory guidelines for non-news channels, including general entertainment channels, kids channels and special interest channels.
- a. Broadcasting Content Complaints Council (BCCC)
 - b. Television Regulatory Authority of India (TRAI)
 - c. Prasar Bharati
 - d. Indian Wireless Telegraphy Act
35. _____ members manage 350+ channels and about 90% of television viewership across country.
- a. Broadcasting Content Complaints Council (BCCC)
 - b. Indian Broadcasting Foundation (IBF)
 - c. Prasar Bharati
 - d. Television Regulatory Authority of India (TRAI)
36. The _____ is a statutory film-certification body in the Ministry of Information and Broadcasting of the Government of India.
- a. Central Board of Film Certification (CBFC)
 - b. Indian Broadcasting Foundation (IBF)
 - c. Prasar Bharati
 - d. Indian Wireless Telegraphy Act

37. Due to the unethical & sharp use of advertising in the early 20th Century, a call for _____ was made by some advertisers in order to avoid giving the control away to the state.
- a. Drug-Regulation
 - b. Competition Act
 - c. Company Act
 - d. Self-Regulation
38. The advertisement should not promote any hazardous or harmful things or chemicals comes under _____.
- a. AAAI Code
 - b. International Code
 - c. Company Code
 - d. ASCI Code
39. _____ means any book, magazine, pamphlet, leaflet, newspaper) on other like publication which consists of stories told with the aid of pictures or without the aid of pictures or wholly in pictures, being stories portraying wholly or mainly, The commission of offences; or Acts of violence or cruelty.
- a. Literacy Act
 - b. Harmful publication
 - c. Unfaithful Publication
 - d. Unreliable Literature

Module V: Unfair Trade Practices and the Competition Act 2002

40. _____ refer to the use of various deceptive, fraudulent, or unethical methods to obtain business.
- a. Copyright Act
 - b. Magic Remedy Act
 - c. Unfair Trade Practices
 - d. Consumer Protection Act
41. _____ exists when advertisement is introduced in to the perceptual process of some audience and the output of that perceptual process differs from reality of the situation and affects buying behavior.
- a. Manipulation
 - b. Distortion
 - c. Deception
 - d. Fallacy

42. All matter and material facts has to be disclosed, all _____ statements should be absolute in all respect in Fine Print Small Print Clarification.
- Safe to Use
 - Conditions Apply
 - Content Check
 - Quality Assurance
43. In matter of _____ all the risk has to be stated and there shall be no surprise elements, in Fine Print Small Print Clarification.
- Risk Clause
 - Conditions Apply
 - Safe to Use
 - Content Check
44. _____ is literally means 'puffing' up a product or exaggerating its qualities. Since this does not fall under the legal purview, it has become an ethical issue.
- Mitigate
 - Puffery
 - Dilution
 - Hazardous
45. Giving to the public any warranty or guarantee of the performance, efficacy or length of life of a product or of any goods that is not based on an adequate or proper test comes under _____.
- Copyright Act
 - Magic Remedy Act
 - Unfair Trade Practices
 - Consumer Protection Act
46. Companies hide the true price of the products by showing more price and then discount where the original price of the product was at they sell showing discount to foster sales. They are putting _____.
- Misleading Prices
 - Puffery
 - Deception
 - Manipulation
47. In promotion and advertising, a _____ consists of a person's written or spoken statement extolling the virtue of a product.
- Review
 - Feedback
 - Content
 - Testimonial
48. Businesses are not allowed to make statements that are incorrect or likely to create a _____ impression.
- Good
 - Excellent
 - Correct
 - false

49. _____ is a morally suspect sales tactic that lures customers in with specific claims about the quality or low prices on items that turn out to be unavailable in order to upsell them on a similar, price item.
- a. Incomplete Description
 - b. False Testimonials
 - c. Bait and switch
 - d. Partial Disclosures
50. A restrictive trade practice is defined under Section 2(1) of the _____.
- a. Foreign Trade Development and Regulation Amendment Act, 2010
 - b. Consumer Protection Act, 1986
 - c. Trade Unions Act, 1926
 - d. Foreign Exchange Management Act, 1999

Module VI: Consumer Protection: Government Initiatives Including Standardization, Consumer Laws and Non-Government Initiatives

51. _____ is the process of implementing and developing technical standards based on the consensus of different parties that include firms, users, interest groups, standards organizations and governments.
- a. Consumerism
 - b. Globalization
 - c. Standardization
 - d. Privatization
52. _____ was the first consumer organization to demand special Consumer Court for redressal of consumers' complaints.
- a. TRADEMARK
 - b. AGMARK
 - c. BIS
 - d. CGSI
53. A _____ is a user of goods and services, any person paying for goods and services, which he uses, is entitled to expect that the goods and services be of a nature and quality promised to him by the seller.
- a. Promoter
 - b. Consumer
 - c. Shopkeeper
 - d. Dealer
54. _____ is the National Standard Body of India providing safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing.
- a. Bureau of Indian Standards (BIS)
 - b. Agriculture marketing (AGMARK)
 - c. Indian Standards Institution (ISI)
 - d. The Council for Fair Business Practices (CFBP)

55. _____ is a non-governmental organization. It is the world's largest developer and publisher of International Standards. Its programs range from standards for traditional activities such as agriculture and construction, mechanical engineering, manufacturing, distribution to transport, medical devices, and information and communication technologies to standards for good management practice and for services.
- World Manufacturing Organization (WMO)
 - International Organization for Standardization (ISO)
 - World Trade Organization (WTO)
 - International Monetary Fund (IMF)
56. Grading at Farmers Level: The grading of agricultural commodities under _____ has been consumer oriented.
- CGSI
 - BIS
 - TRADEMARK
 - AGMARK
57. The objectives of the _____ are to educate people about consumer rights, to build consumer organization to get justice and to solve consumer problems.
- Grahak Panchayat
 - Consumer Protection Act
 - Consumer Guidance Society
 - Social forum
58. _____ means how well customers are taken care of while they interact with the brand.
- Social forum
 - Consumer Guidance Society
 - Customer care
 - Consumer Forum
59. If the article or food is sold by vendor is not of the nature and substance or quality demanded by the purchaser or which it purports to be, we can call it as _____.
- Substituted article
 - Adulterated food
 - Contaminated food
 - Harmful Food
60. _____ in co-operation with its allied organization deals with Local, Regional, and National and International issues related to consumer protection, investors protection and environment protection.
- AAAI
 - CERC
 - CCC
 - ASCI
61. The _____ certification scheme is basically voluntary in nature and aims at quality, safety and dependability to the ultimate customer.
- Product
 - Finance
 - Business
 - Food

62. On October 2, 1966, the Late Mr. JRD Tata, the Late Mr. Ramakrishna Bajaj, Mr. Arvind Mafatlal and Mr. F. T. Khorakiwala, inspired by Mahatma Gandhi's message came together and formulated a Code of Conduct for_____.
- a. **Businessmen**
 - b. Architecture
 - c. Construction
 - d. Environment
63. _____3-decade+ publication, the first consumer magazine in India guides on subject like Electrical Appliances, Edible Oils, Pesticides, Food Adulteration, and Safety at Home, Safe Blood etc.
- a. Home Decor
 - b. **Keemat**
 - c. Style & Food
 - d. MasterChef
64. Six Sigma projects follow _____methodology where projects aimed at improving an existing business process.
- a. CCC
 - b. **DMAIC**
 - c. CGSI
 - d. BCCI
65. Six Sigma projects follow _____methodology where projects aimed at creating new product or process designs.
- a. CCC
 - b. **DMADV**
 - c. CGSI
 - d. BCCI
66. _____ is India's only consumer organization with an independent in-house comparative product testing laboratory for testing evaluation rating & ranking of consumer goods.
- a. **Consumer Education & Research Society (CERC)**
 - b. Council for Fair Business Practices (CFBP)
 - c. Customer Care Council (CCC)
 - d. Consumer Guidance Society of India (CGSI)
67. India's_____ supplies subsidized food grains and other essential items commodities through a network of 'ration shops'.
- a. Ration Distribution system
 - b. **Public Distribution System (PDS)**
 - c. Agricultural system
 - d. Public Mart

68. The _____ is a Non-Profit consumer organization established in India in 1966 to protect and educate the Indian consumer about sub-standard products and services, adulterated foods, short weights and measures, spurious and hazardous drugs, exorbitant prices, endemic shortages leading to black marketing and profiteering, unfulfilled manufacture guarantees, and a host of other problems.
- Grahak Panchayat
 - Customer Care Councils
 - Consumer Guidance Society of India (CGSI)**
 - Consumer Protection Act
69. _____ means- Cattle fodder, including oilcake and other concentrates Coal, Component parts and accessories of automobiles, Drugs, Foodstuff, including edible oilseeds and oils, Iron and steel, including manufactured products of iron and steel, Petroleum and petroleum products, Raw cotton, cotton seed, Raw jute.
- Raw Commodity
 - Essential commodity**
 - Ration
 - Market Commodity
70. _____ is an Act to provide protection of the interests of consumers and for that purpose to make provision for the establishment of consumer councils and other authorities for the settlement of consumers' disputes for matters connected therewith.
- Foreign Trade Development and Regulation Amendment Act, 2010
 - Consumer Protection Act, 1986**
 - Trade Unions Act, 1926
 - Foreign Exchange Management Act, 1999
71. The _____ is the brainchild of several leading industrialists who recognized the imperative need for business and industry to regulate itself.
- Council of Trent
 - Council of Architecture
 - Council for Fair Business Practices (CFBP)**
 - Consumer Financial Protection Bureau
72. _____ is the largest voluntary consumer organization in India with a membership of 24,500 families. It has been engaged in activities of consumer protection and education for the last 33 years.
- Pune Grahak Panchayat
 - Customer Care Council
 - Jago Grahak Jago
 - Mumbai Grahak Panchayat**
73. _____ establish standards of weights and measures, to regulate trade or commerce in weights, measures and other goods which are sold or distributed by weight, measure or number.
- Covid 19 temporary measures act
 - War Measures Act
 - The Standards of Weights and Measures Act, 1976**
 - Emergency Measures Act

74. In India law exists for the prevention of adulteration of food-stuffs called as_____.
- a. Food Safety and Standards Act
 - b. The provisions of the Dangerous Drugs Act, 1930
 - c. **Prevention of Food Adulteration Act**
 - d. Consumer Protection Act
75. The_____ has been established under the Food Safety and Standards Act, 2006, which is a consolidating statute related to food safety and regulation in India.
- a. FDA
 - b. **FSSAI**
 - c. BIS
 - d. CMMI
76. _____ mark is a certification mark mandatory on all processed fruit products sold in India such as packaged fruit beverages, fruit-jams, crushes and squashes, pickles, dehydrated fruit products, and fruit extracts, following the Food Safety and Standards Act of 2006.
- a. **FPO**
 - b. BIS
 - c. FSSAI
 - d. FDA
77. The_____ is a hallmarking system for gold as well as silver jewellery sold in India certifying the purity of the metal. It certifies that the piece of jewellery conforms to a set of standards laid by the Bureau of Indian Standards.
- a. FDA hallmark
 - b. ISI hallmark
 - c. **BIS hallmark**
 - d. CMMI hallmark
78. The_____ Certified logo is applied to products that have been tested and approved as 100% pure new wool.
- a. BIS
 - b. Hallmark
 - c. **Woolmark**
 - d. ISI
79. The _____ is a standards-compliance mark for industrial products in India since 1955. The mark certifies that a product conforms to an Indian standard.
- a. Woolmark
 - b. Hallmark
 - c. **ISI mark**
 - d. Trademark
80. _____ is the idea that increasing consumption of goods and services purchased in the market.
- a. Marketing
 - b. **Consumerism**
 - c. Promoting
 - d. Publicity

81. _____ is a certification mark in India for silk textiles.
- a. Woolmark
 - b. Silk Mark
 - c. ISI Mark
 - d. Hallmark
82. _____ mark's quality standards dictate that their diamonds must be at least 0.14 carats in size.
- a. ISI Mark
 - b. HallMark
 - c. ForeverMARK
 - d. Woolmark
83. The _____ was enacted in 1955. It has since been used by the Government to regulate the production, supply and distribution of a whole host of commodities it declares 'essential' in order to make them available to consumers at fair prices.
- a. Raw Commodity
 - b. Essential commodity
 - c. Ration
 - d. Market Commodity

Module VII: Advertising and Society

84. _____ campaign is organized effort to secure nomination and election of candidates.
- a. Advertising
 - b. SMS
 - c. Political
 - d. Email
85. It is believed that _____ has a positive impact on the economy because it stimulates demand for products & services strengthening the economy by promoting the sale of goods & services.
- a. Public Relations
 - b. Advertising
 - c. Marketing
 - d. News Anchoring
86. Publicity, propaganda in various ways in connection with an election is prohibited within _____ of an election.
- a. 48 hours
 - b. 12 hours
 - c. 8 hours
 - d. 24 hours
87. When the companies who have restrictions on advertising products like cigarettes, liquor, tobacco have come up with the advertisements where they advertise with the like brand name for other products. It is called as _____ advertising.
- a. Surrogate Advertising
 - b. In – Store Advertising
 - c. B2B Advertising
 - d. Internet Advertising

88. _____ manipulates us to buy things we don't need by playing on our emotions.

- a. Trade Exhibitions
- b. Direct Marketing
- c. Advertising
- d. Public Relations

89. For an ad campaign to be considered socially responsible, the advertising used in the campaign must meet an _____ standard.

- a. Attractive
- b. Practical
- c. Logical
- d. Ethical

Module VIII: Critique of Advertising

90. _____: Taking Aim at the Brand Bullies' is a book by the Canadian author Naomi Klein.

- a. No Logo
- b. No Space
- c. No Jobs
- d. No Choice

91. In The Hidden Persuaders (1957), _____ explored advertisers' use of consumer motivational research and other psychological techniques, including depth psychology and subliminal tactics, to manipulate expectations and induce desire for products, particularly in the American postwar era.

- a. Thom Jones
- b. Edward Bernays
- c. David Aaker
- d. Vance Packard

92. According to _____, Hidden needs are so strong that people are compelled to buy products merely to satisfy them.

- a. Thom Jones
- b. Edward Bernays
- c. David Aaker
- d. Vance Packard

93. _____ argues that "beauty" as a normative value is entirely socially constructed, and that the patriarchy determines the content of that construction with the objective of maintaining women's subjugation in The Beauty Myth (1991).

- a. Daniel Delis Hill
- b. Naomi Wolf
- c. Jane Trahey
- d. Shirley Polykoff

94. The _____ show how advertisers use motivation research to find out the consumers hidden urges.

- a. Naked Society
- b. Hidden Persuaders
- c. Principles of Marketing
- d. Advertising & Marketing

95. Author _____ has exposed the darker side of Corporations, where, in The focus of brand oriented culture, how these organization exploit Workers in the world's poorest countries in pursuit of greater profits.
- a. Naomi Klein
 - b. Shirley Polykoff
 - c. Thom Jones
 - d. Jane Trahey
96. _____ argues that the beauty myth is political way of maintaining the Patriarchal system.
- a. David Aaker
 - b. Thom Jones
 - c. Naomi Wolf
 - d. Edward Bernays
97. _____ dared to strip American and European foreign policy and Exposed their darker side of discrimination & negative attitudes Towards "Third World" countries.
- a. David Aaker
 - b. Noam Chomsky
 - c. Edward Bernays
 - d. Thom Jones
98. 'Understanding Power: The Indispensable Chomsky' is a book which is a collection of previously unpublished transcripts of seminars, talks, and question-and-answer sessions conducted by _____.
- a. Thom Jones
 - b. Noam Chomsky
 - c. Jane Trahey
 - d. Shirley Polykoff
99. _____ is a public speaker, writer, filmmaker and activist who is internationally recognized for her work on the image of women in advertising and her critical studies of alcohol and tobacco advertising.
- a. Thom Jones
 - b. Jean Kilbourne
 - c. Jane Trahey
 - d. Shirley Polykoff
100. 'Can't Buy My Love: How Advertising Changes the Way We Think and Feel' is book written by _____.
- a. Thom Jones
 - b. Jean Kilbourne
 - c. Jane Trahey
 - d. Shirley Polykoff