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SEAT No. :

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T.Y. B.B.A.

**A 506 : LEGAL ASPECTS IN MARKETING
MANAGEMENT**

(2019 Pattern) (CBCS) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks

Q1) Compulsory Question: (Objective Type Questions)

[10]

- i) What is the primary purpose of laws governing doorstep selling/home delivery?
 - a) To promote competition in the market
 - b) To ensure consumer protection and fair trade practices
 - c) To increase advertising revenue
 - d) To regulate corporate taxation
- ii) What is the main focus of tele sales and direct mail sales concepts?
 - a) Selling products only through physical stores
 - b) Utilizing television and radio advertisements
 - c) Selling directly to customers via telephone or mail
 - d) Distributing products through online marketplaces
- iii) What is the purpose of laws for broadcasting advertisements?
 - a) To limit the number of advertisements aired
 - b) To ensure that advertisements meet certain standards
 - c) To increase advertising revenue for broadcasters
 - d) To promote competition among advertising agencies

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- iv) What claims may lead to a misleading advertisement charge?
 - a) Claims related to product benefits that cannot be substantiated
 - b) Claims about the popularity of the product
 - c) Claims about the company's history
 - d) Claims about the CEO's personal achievements

- v) What is the main purpose of pricing-related laws?
 - a) To increase profit margins for businesses
 - b) To regulate competition in the market
 - c) To ensure fair pricing practices and protect consumer rights
 - d) To encourage price discrimination

- vi) What is the primary goal of Customer Relationship Management (CRM)?
 - a) Maximizing profit
 - b) Acquiring new customers
 - c) Building and maintaining strong relationships with customers
 - d) Increasing market share

- vii) How does CRM benefit businesses?
 - a) By increasing operational costs
 - b) By reducing customer satisfaction
 - c) By improving customer retention and loyalty
 - d) By ignoring customer feedback

- viii) Which of the following is NOT a common online marketing channel?
 - a) Social media marketing
 - b) Email marketing
 - c) Television advertising
 - d) Search Engine Optimization (SEO)

- ix) Which advertising medium is characterized by high flexibility, allowing advertisers to quickly modify and adjust their messages to target specific audiences?
 - a) Television
 - b) Print media
 - c) Outdoor billboards
 - d) Digital advertising

- x) Which of the following is NOT a common advertising objective?
- a) Brand awareness
 - b) Sales promotion
 - c) Employee training
 - d) Customer engagement

Q2) Long answer questions (Any two):

[20]

- a) Explain the duties of a Telesales Representative.
- b) What is Advertising? Explain its types.
- c) Explain the advantages and disadvantages of Online Marketing.
- d) Explain the various stages of Doorstep selling

Q3) Write short notes on (any four):

[20]

- a) Types of Cookies
- b) Legal Consideration for Data Protection
- c) Competition Act 2002
- d) Laws of Broadcasting Advertisement in India
- e) Claims for misleading advertisement
- f) Importance of Pricing related Laws

