

Total No. of Questions : 3]

SEAT No. :

P1886

[Total No. of Pages : 2

[6033]-510

T.Y.B.B.A.

A 506 : LEGALASPECTS IN MARKETING MANAGEMENT

(2019 CBCS Pattern) (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) Multiple choice questions.

[10]

- a) Marketing activities in India is controlled by following law
 - i) Consumer protection Act
 - ii) Sales of goods Act
 - iii) Essential commodity Act
 - iv) All of the above
- b) Which among the following is not a feature of doorstep selling?
 - i) Services
 - ii) Low investment
 - iii) Benefit of personal demonstration
 - iv) High involvement
- c) The Governing law in respect of the unsolicited commercial emails is the _____
 - i) Information technology Act, 2000
 - ii) Indian Regulatory Act, 2012
 - iii) Information technology Act 2010
 - iv) Information Act, 2019
- d) The nature of advertisement is
 - i) Paid for
 - ii) Non-personal presentation
 - iii) Identified sponser
 - iv) All of the above
- e) Which of these is cheap & informative?
 - i) Television
 - ii) Newspaper
 - iii) Magazine
 - iv) Cinema
- f) What is the first step in pricing procedure?
 - i) Determining demand
 - ii) Selecting pricing objectives
 - iii) Estimating cost
 - iv) Selecting the final price

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- g) Price sensitivity is impacted by
- | | |
|---------------------------|------------------------|
| i) Unique value effect | ii) Shared cost effect |
| iii) Price quality effect | iv) All of the above |
- h) Advertisement promote _____.
- | | |
|-------------|----------------|
| i) Purchase | ii) Production |
| iii) Sales | iv) Price |
- i) _____ is a process of promoting products & services over the internet.
- | | |
|--------------------------|-----------------------------|
| i) Traditional marketing | ii) Cause related marketing |
| iii) Online marketing | iv) Niche marketing |
- j) Which one is not a type of cookies?
- | | |
|-----------------------|-------------------------|
| i) First party cookie | ii) Third party cookie |
| iii) Session cookie | iv) Second party cookie |

Q2) Answer any three. [3×10=30]

- a) State the importance, scope & features of legal aspect of marketing.

OR

Define telemarketing. Explain its advantages & disadvantages.

- b) Define advertisement. State & explain types of advertisement.

OR

Define pricing. Explain in details factors affecting pricing determination.

- c) Define online marketing. State & explain any four laws related to the online marketing.

OR

Define customer relationship management. What are the key principles of CRM.

Q3) Write short notes any two. [2×5=10]

- Door-step-selling
- Food delivery platform
- Laws Governing advertisement
- Cookies
- Data protection

