

Total No. of Questions : 3]

P-5984

SEAT No. :

[Total No. of Pages : 5

[6143]-510

T.Y. B.B.A.

**A506 : LEGAL ASPECTS IN MARKETING
MANAGEMENT**

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Choose the correct answer from the option given below.

[10]

- i) The marketing program of the company must adhere to
 - a) Customer Requirements
 - b) Company's profit
 - c) Legal & Moral Standards Set by organisation
 - d) Objectives of the firm
- ii) Telemarketing involves
 - a) High level of motivation
 - b) Event management
 - c) Good communication skills
 - d) Door to door campaigns
- iii) Home delivery of goods does not includes
 - a) Delivery of goods at the home of the customer
 - b) Delivery of goods at the location choice by the customer
 - c) Delivery of goods at the workplace of the customer
 - d) Customer has to collect goods in-person form the physical point of sale

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- iv) Rules related to the delivery of the goods under sale of goods act 1930 includes Set
- a) Mode of delivery
 - b) Payment & Delivery
 - c) Effect of part delivery
 - d) All of above
- v) Marketing Activities in India is controlled by following law
- a) Consumer Protection Act
 - b) Sale of Goods Act
 - c) Essential Commodity Act
 - d) All of above
- vi) What is illegal about pricing?
- a) Charging extra price
 - b) Misleading Discount Pricing
 - c) Dumping Pricing
 - d) All of above
- vii) _____ is the method of promoting products and services over internet
- a) Social Media Marketing
 - b) Niche Marketing
 - c) Consumerism
 - d) Cause Related Marketing
- viii) Tele calling system of marketing in India is regulated by _____
- a) BSNL
 - b) MTNL
 - c) TRAI
 - d) IRDA
- ix) Pricing decision of the products includes _____
- a) Cost of the manufacturing
 - b) Cost of raw material
 - c) Cost of middlemen
 - d) All of above
- x) In the security measure of data protection, what does SPDI stands for?
- a) Sensitive Personal Data or Information
 - b) Secure Private Data or Information
 - c) Safety Privacy Data or Instruments
 - d) Subtle Privacy Data or Information

Q2) Write Short note on any four

[4 × 5 = 20]

- a) Doorstep selling
- b) Direct Mail Sales
- c) Nature of Advertising
- d) Objectives of pricing
- e) Features of online marketing
- f) What are cookies?

Q3) Answer any Two out of the following:

[2 × 10 = 20]

- a) Define Home Delivery. Explain rules related with delivery of goods.
- b) Define Advertising Media. Explain the types of Advertising Media.
- c) Define Pricing. Explain Factors influencing the pricing decisions.
- d) Define CRM. What are the Key principles of CRM?

