

Total No. of Questions : 3]

SEAT No. :

PB1982

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T.Y. B.B.A.

**A - 506 : LEGAL ASPECTS IN MARKETING MANAGEMENT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[10]

- a) What is the primary purpose of regulations governing misleading advertisements?
 - i) To restrict competition in the marketplace
 - ii) To protect consumers from unfair or deceptive practices
 - iii) To promote freedom of speech for advertisers
 - iv) To encourage creativity in advertising campaigns
- b) Which of the following is a potential disadvantage of doorstep selling for sales representatives?
 - i) Limited earning potential
 - ii) Lack of direct customer feedback
 - iii) Inability to access customer homes
 - iv) Limited flexibility in work hours
- c) What is the primary goal of door - to - door pitching in doorstep selling?
 - i) Building brand awareness
 - ii) Generating leads
 - iii) Directly selling products or services
 - iv) Providing product demonstrations

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- d) Which of the following is NOT a commonly used online marketing channel?
- i) Social media marketing
 - ii) Email marketing
 - iii) Television advertising
 - iv) Search engine optimization (SEO)
- e) What is the primary goal of Search Engine Optimization (SEO) in online marketing?
- i) To increase website traffic through paid advertisements
 - ii) To improve a website's visibility and ranking in search engine results
 - iii) To create engaging content for social media platforms
 - iv) To directly sell products or services online
- f) How can CRM software benefit a business?
- i) By reducing customer satisfaction
 - ii) By increasing customer churn rate
 - iii) By centralizing customer data and improving communication
 - iv) By limiting access to customer information
- g) What is the primary objective of Customer Relationship Management (CRM) software?
- i) To manage financial transactions
 - ii) To automate employee payroll
 - iii) To streamline communication and interactions with customers
 - iv) To optimize supply chain logistics
- h) What is the term for a paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor?
- i) Marketing
 - ii) Public Relations
 - iii) Advertising
 - iv) Branding

- i) Which of the following is an example of traditional advertising?
 - i) Influencer marketing
 - ii) Social media advertising
 - iii) Television commercials
 - iv) Search engine optimization (SEO)
- j) What is the primary purpose of pricing laws related to assets?
 - i) To ensure fair competition and protect consumers
 - ii) To maximize profits for businesses
 - iii) To reduce government intervention in the economy
 - iv) To eliminate all forms of competition

Q2) Long answer questions (Any two): [20]

- a) What do you mean by Online Marketing? Explain its characteristics.
- b) What are the conditions of successful Customer Relationship Management?
- c) Explain the legal considerations for Data protection.
- d) Explain the meaning and importance of Pricing related laws.

Q3) Write Short notes on (any four): [20]

- a) Claims for misleading advertisement.
- b) Features of advertisement.
- c) Laws governing telesales.
- d) Obligation of doorstep sellers.
- e) Role of advertising Standards Council of India.
- f) Steps to develop cookie policy.

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