

Total No. of Questions : 3]

SEAT No. :

PC-1135

[Total No. of Pages : 3

[6316]-310

T.Y. B.B.A.

**A506: Legal Aspects in Marketing Management  
(2019 Pattern) (Semester - V) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Multiple choice Qusetions.**

**[10 × 1 = 10]**

- i. Which advertising medium typically allows for the longest duration of exposure to a single message?
  - a) Radio
  - b) Television
  - c) Print media
  - d) Outdoor billboards
- ii. What is the primary purpose of advertising?
  - a) To entertain audiences
  - b) To inform and persuade potential customers
  - c) To educate the public about social issues
  - d) To boost the morale of employees
- iii. What is the primary objective of telesales?
  - a) Building brand awareness
  - b) Generating leads
  - c) Directly selling products or services over the phone
  - d) Conducting market research
- iv) Which of the following is NOT a common tool used in telesales?
  - a) Customer relationship management (CRM) software
  - b) Auto-dialer systems
  - c) Email marketing platforms
  - d) Script templates

**P.T.O.**

- v. What type of advertising refers to promotional messages printed in newspapers, magazines, brochures, or flyers?
- a) Digital advertising
  - b) Outdoor advertising
  - c) Print advertising
  - d) Broadcast advertising
- vi. What type of advertising involves placing ads on billboards, buses, or other public spaces to reach a broad audience?
- a) Print advertising
  - b) Outdoor advertising
  - c) Digital advertising
  - d) Broadcast advertising
- vii. What is the primary goal of door-to-door pitching in doorstep selling?
- a) Building brand awareness.
  - b) Generating leads.
  - c) Directly selling products or services.
  - d) Providing product demonstrations.
- viii. Which of the following is a common challenge faced by doorstep sales representatives?
- a) Limited control over sales environment.
  - b) Inability to track customer preferences.
  - c) Difficulty in reaching a broad audience.
  - d) Lack of product knowledge.
- ix. What constitutes a misleading advertisement?
- a) An advertisement that promotes a product or service without any visuals.
  - b) An advertisement that exaggerates the benefits of a product or service.
  - c) An advertisement that uses celebrity endorsements.
  - d) An advertisement that includes accurate information about a product or service.
- x. Which of the following is NOT considered a form of misleading advertising?
- a) Bait-and-switch tactics
  - b) Concealing important product information
  - c) Using fine print to disclose terms and conditions
  - d) Making false claims about a product's features

**Q2) Long answer questions (Any two) :**

**[2 × 10 = 20]**

- a) What is Doorstep Selling? Explain its importance.
- b) How to create a successful Direct Mail Marketing Campaign.
- c) Explain the objectives of advertising.
- d) Explain the Laws of broadcasting the advertisement.

**Q3) Write short notes on (Any four) :**

**[20]**

- a) Disadvantages of Direct Mail
- b) Benefits of CRM
- c) Characteristics of Online Marketing
- d) Telesales
- e) Benefit of advertising to the manufacturer
- f) Mentoring and governing of cookies

