



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.Voc. Programme 5th Semester Examination, 2023

DSE1-RETAIL MANAGEMENT (5.1)

LEGAL ASPECTS OF MARKETING

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions from the following: 3×4 = 12
- (a) What do you mean by Consumer responsibility?
 - (b) Define Redressal Mechanism.
 - (c) Explain Digital Signature.
 - (d) What do you mean by “Standard Patent”?
 - (e) Define the term FSSAI.
 - (f) What do you understand by “Prohibition of False Claim”?

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Briefly explain the various Consumer Redressal Forums.
 - (b) What are the punishments for the offenders under the BIS Act?
 - (c) Explain the features of the AGMARK.
 - (d) What is the offence and penalties under the Patent Act, 1986?
 - (e) Explain the various procedures of BIS Standard.
 - (f) Write a short note on the standard of the Weights and Measures Act, 1986.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Discuss the features and objectives of the Information and Technology (IT) Act, 2000. 12
 - (b) Explain the features and objectives of the Essential Commodity Act, 1955. 12
 - (c) Discuss the features of the Prevention of Food Adulterations Act, 1954. Also, discuss the rights of the consumer as per the Consumer Protection Act, 1986. 6+6
 - (d) Discuss the features of Digital Signature. Also, discuss the benefits of digital signature. 6+6

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