



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.Voc. Programme 5th Semester Examination, 2021

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: 3×4 = 12
- (a) What do you mean by the Consumer Bill of Rights?
 - (b) Define Public Interest.
 - (c) Narrate the objectives of the Environment Protection Act, 1986.
 - (d) What do you mean by PATENT?
 - (e) What are the objectives of the Trade-mark Act, 1999?
 - (f) Enlist the procedures to be complied with for a BIS standard.

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Write a short note on 'Consumer Redressal Forums'.
 - (b) Discuss the features of the Environment Protection Act, 1986?
 - (c) Write a short note on AGMARK.
 - (d) Enumerate the offenses and penalties as provided in the Patent Act, 1970.
 - (e) Explain the various features of BIS.
 - (f) Discuss the provisions of the Standard of Weights and Measures Act, 1976.

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) How can you provide protection to consumers as per the Consumers Protection Act?
 - (b) Describe the objectives and features of the Commodity Act, 1955.
 - (c) Explain the features of the Prevention of Food Adulteration Act, 1954. Is it rightly equipped to prevent food adulteration? Discuss
 - (d) Explain digital signature. What are the features of a digital signature?

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