



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 5th Semester Examination, 2022

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) Define the term BIS. 3
 - (b) State the differences between FSSAI and AGMARK. 3
 - (c) State the objectives of the Environment Protection Act. 3
 - (d) Define the term Trademark. 3
 - (e) What do you mean by the term digital signature? 3
 - (f) State the objectives of the Drugs and Magic Remedies (Objectionable Advertisement) Act. 3

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) State the role of the Central Government in the context of the Prevention of Food Adulteration Act, 1954. 6
 - (b) State the various functions of BIS. 6
 - (c) What are the five golden rules of packaging design? 6
 - (d) State the Redressal Mechanisms of Consumer Protection Act, (1986). 6
 - (e) State the features of AGMARK Act, (1987). 6
 - (f) Define the term PATENT. State its features. 6

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Discuss the important features of the Essential Commodities Act, 1955.
 - (b) Discuss the rights and responsibilities of consumers as enumerated in the Consumer Protection Act, 1986.
 - (c) State the features of the Information Technology (IT) Act, 2000.
 - (d) State the objectives and features of Competition Act, 2002.

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