



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2020

ASPACOR10T- ADVERTISEMENT AND SALES PROMOTION (CC10)

LEGAL ASPECTS OF MARKETING AND ADVERTISING

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

Answer any two questions from the following

10×2 = 20

1. State the legal and ethical aspects of sales promotion. 10
2. (a) What is advertising regulation? 3+7
(b) What are the functions of Advertising Regulatory Bodies?
3. (a) State the features of Standards of Weights and Measures Act, 1976. 5+5
(b) Explain in brief the rules applicable to retail business.

GROUP-B

Answer any two questions from the following

15×2 = 30

4. (a) What are the rights and responsibilities of consumers under the Consumer Protection Act, 1986? 9+6
(b) State the features of the Essential Commodities Act, 1955.
5. (a) What is trademark and what are the features of trademark? 5+5+5
(b) What is Digital Signature and Digital Signature Certificate?
(c) Mention the grounds of imposing penalties under Patent Act, 1970.
6. (a) Mention different penalties for different offences of AGMARK. 5+5+5
(b) What are the features of adulteration of food?
(c) State the procedure for BIS standard.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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