



**WEST BENGAL STATE UNIVERSITY**  
B.A./B.Com. Honours 4th Semester Examination, 2022

**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.*

**GROUP-A**

**Answer any five questions**

2×5 = 10

1. Mention two features of Environment Protection Act, 1986.
2. Define the term Public Interest.
3. Mention two penalties related to Patent Act, 1970.
4. Mention two rights of consumers as per CPA, 1986.
5. What do you mean by Food Adulteration?
6. Mention two features of Competition Act.
7. What is meant by BIS standards?
8. What do you mean by Digital signature certificate?
9. Mention any two features of Information Technology Act, 2000.
10. Mention two penalties related to AGMARK.
11. Define Self-medication.
12. What is meant by Harmful Drugs?
13. Define redressal mechanism as per CPA, 1986.
14. Define objectionable Advertisement.
15. What is the main objective of Drug and Magic remedies Act, 1954?
16. What do you mean by Environmental Pollution?

**GROUP-B**

**Answer any *four* questions**

5×4 = 20

17. Discuss the procedure for BIS standards as per The Bureau of Indian Standards Act, 1986.
18. State the main features of Consumer Protection Act, 1986.
19. Write a note on Distribution System of Commodities.
20. Write a short note on Regulatory Framework of Retail Business.
21. Explain the legal aspects of Sales Promotion.
22. Distinguish between Patent and Trademark.
23. Explain the packaging rules applicable in Retail business.
24. Mention the features of Standards of Weights and Measures Act, 1976.
25. Distinguish between prevention and control of environment pollution.
26. Discuss about the certifying authorities as per The Information Technology Act, 2000.
27. Under what circumstances can the Government impose stock limits as per Essential Commodities Act, 1955?
28. Highlight the salient features of The Trademarks Act, 1999.

**GROUP-C**

**Answer any *two* questions**

10×2 = 20

29. Enumerate the legal and ethical aspects of public relation.
30. Elaborate the grounds imposing penalties as per The Trademark Act, 1999.
31. Enunciate the functions of the Advertising Regulating Agencies.
32. Discuss the Laws and Acts governing Advertisement.
33. Discuss and distinguish between untruthful and fraudulent advertising.

34. Describe the different mechanisms available under Environment Protection Act, 1986 for protection of environment.
35. Elaborate the important provisions of The Competition Act.
36. Explain, in brief, about the different types of grievance redressal agencies under the CPA Act, 1986.

**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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