

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAIL LAWS & BUSINESS ETHICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks, (5 x 1 = 5)

- 1 Contract = Agreement +
(i) enforceability by law (ii) rules
(iii) clauses (iv) procedures
- 2 Goods which are identified and agreed upon at the time of contract of sale -----
(i) Contingent goods (ii) Existing goods
(iii) Future goods (iv) Specific goods
- 3 _____ is a right obtained by a person for his innovation.
(i) Copyright (ii) Patent
(iii) Trademark (iv) License
- 4 What is Ethics to do with?
(i) The wider community (ii) Business
(iii) Right and wrong (iv) Customers
- 5 Which of the following is not one of the underlying principles of the corporate governance combined code of practice?
(i) Accountability (ii) Openness
(iii) Acceptability (iv) Integrity

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the legal rules to Acceptance.
OR
b Summarize the rules of law relating to time and place of performance of a contract.
- 7 a Distinguish sale and agreement to sell.
OR
b Narrate the rights of unpaid seller.
- 8 a Explain the salient features of copyright act.
OR
b Describe the essentials of franchise contract.

Cont...

- 9 a Outline the scope of business ethics.
OR
b Explain ethics to be followed in marketing field.
- 10 a Summarize the accountability issues in corporate governance.
OR
b Explain the purpose of performance evaluation board in corporates.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Enumerate the essential elements of a valid contract.
OR
b Elucidate the various modes of discharge of a contract.
- 12 a Discuss the penalties prescribed in the Negotiable Instruments Act in case of dishonour of a cheque for insufficiency of funds.
OR
b Describe the functions of the State Consumer Protection Council.
- 13 a Discuss the various types of Intellectual property rights.
OR
b Summarize the regulations related to e-tailing in India.
- 14 a Outline the benefits of business ethics.
OR
b Discuss the insights of Indian ethos.
- 15 a Point out the various functions of TRIPs and TRIMs.
OR
b Highlights the key elements of corporate governance.

Z-Z-Z

END