

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch – **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

RETAIL LAWS & BUSINESS ETHICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is not an essential element of a valid contract? a) Offer and Acceptance b) Lawful Consideration c) Free Consent d) Written Document	K1	CO1
	2	Why is free consent important in forming a valid contract? a) It ensures that all terms are clearly written in the contract. b) It confirms that both parties are entering the agreement willingly and without pressure. c) It guarantees that the contract is legally enforceable. d) It ensures that the contract has a lawful object.	K2	CO1
2	3	Under the Sale of Goods Act, 1930, the term 'goods' does not include a) Movable property b) Immovable property c) Growing crops d) Things attached to the land	K1	CO2
	4	The doctrine of 'Caveat Emptor' means a) Let the seller beware b) Let the buyer beware c) Let the contract be void d) Let the buyer and seller beware	K2	CO2
3	5	What is/are component of IT Act 2000? a) Legal Recognition to Digital Signatures b) Regulation of Certification Authorities. c) Digital Certificates d) All the above	K1	CO3
	6	Which type of patent protects new and useful inventions or discoveries? a) Design patent b) Utility patent c) Plant patent d) Trade secret patent	K2	CO3
4	7	What is the role of a whistleblower in business ethics? a) To manage daily operations b) To report unethical behavior c) To design marketing campaigns d) To handle customer complaints	K1	CO4
	8	What is the fundamental principle of Indian Ethos in business? a) Profit maximization at all costs b) Balancing material success with ethical values c) Aggressive competition d) Strict adherence to Western business practices	K2	CO4
5	9	Who is typically responsible for overseeing the corporate governance practices of a company? a) Chief Financial Officer (CFO) b) Board of Directors c) Human Resources Manager d) Sales Team	K1	CO5
	10	Why is it important for a company to have a code of conduct in place? a) To maximize profits b) To guide employees and management on ethical behavior c) To enhance marketing strategies d) To reduce operational costs	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	A construction company agrees to complete a project by a specific date and agrees to pay 1 lakh per day as liquidated damages for any delay. The project is delayed by 20 days, but the client only incurred actual losses of 10 lakhs. Discuss whether the client can enforce the full liquidated damages or if it will be considered a penalty.	K3	CO1
	(OR)			
	11.b.	John offers to sell his car to Jane for 3 lakhs. Jane responds with a counter-offer of 2.5 lakhs. Apply the principles of offer and acceptance to determine whether a contract has been formed.		
2	12.a.	Explain the rights of an unpaid seller under the Sale of Goods Act, 1930.	K2	CO2
	(OR)			
	12.b.	Explain the role of Consumer Protection Council.		
3	13.a.	Assess the impact of TRIMS on government regulations related to local content requirements.	K4	CO3
	(OR)			
	13.b.	Compare and contrast the roles of utility patents and design patents.		
4	14.a.	What actions can be taken to apply ethical principles in managing the digital divide created by new technologies?	K3	CO4
	(OR)			
	14.b.	How can advertisers apply ethical considerations when creating advertisements targeted at children? Give some examples		
5	15.a.	Categorize the key elements of an effective audit committee in maintaining accountability?	K4	CO5
	(OR)			
	15.b.	Examine the challenges associated with implementing ethical guidelines in corporate governance.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Could you explain the difference between fraud and misrepresentation under Indian laws, & how to distinguish between them?	K4	CO1
2	17	Analyze the advantages and disadvantages of using a promissory note as a financial instrument compared to cheques or bills of exchange.	K4	CO2
3	18	Examine how the data privacy and security provisions of Indian e-tailing regulations can be implemented to ensure that an online retailer's practices are compliant with consumer protection requirements?	K4	CO3
4	19	Examine the ethical challenges associated with marketing products that have potential health risks, and how can companies address these challenges?	K4	CO4
5	20	Examine the role of specialized training for directors in enhancing corporate compliance and risk management. How can targeted educational programs address specific challenges faced by the board?	K4	CO5