

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(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	A breach of contract occurs when: a) A contract is signed b) A contract is terminated by mutual agreement c) A party fails to fulfill their obligations under the contract d) A contract is written	K1	CO1
	2	Why "Free Consent" is considered an essential element of a valid contract? a) It ensures that both parties agree voluntarily and without coercion. b) It guarantees the contract is in written form. c) It verifies that the consideration is lawful. d) It confirms that the contract has a legal purpose.	K2	CO1
2	3	When the ownership of goods is transferred from the seller to the buyer, the contract is known as: a) Agreement to sell b) Sale c) Bailment d) Pledge	K1	CO2
	4	A promissory note must contain which of the following elements to be valid? a) A conditional promise to pay b) An unconditional promise to pay c) A promise to deliver goods d) A promise that can be revoked at any time	K2	CO2
3	5	Which of the following is an example of Intellectual property? a) Patent b) Trade Marks c) Copyright d) All of above	K1	CO3
	6	What is the primary purpose of a franchise agreement? a) To establish a partnership between two businesses b) To allow one party to use the trademark and business model of another party c) To create a joint venture for research and development d) To form a merger between two companies	K2	CO3
4	7	Which of the following is a common principle of business ethics? a) Profit maximization b) Transparency c) Aggressive competition d) Avoiding regulations	K1	CO4
	8	Which concept in Indian Ethos emphasizes the importance of harmony between personal and professional life? a) Dharma b) Karma c) Artha d) Moksha	K2	CO4
5	9	Which document typically outlines a company's corporate governance policies? a) Employee handbook b) Corporate charter c) Marketing plan d) Annual report	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.	Ram enters into a contract with Shyam to buy a car for 5 lakhs. However, the contract is unsigned, and there is no written agreement. Later, Shyam decides to cancel the deal, stating that the contract is invalid. Discuss the type of contract involved and whether Shyam's claim is legally valid.	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.	Analyze the risks associated with accepting a Bill of Exchange from a buyer.	K4	CO2
		(OR)		
	12.b.	Analyze the key differences between a condition and a warranty in a contract of sale.		
3	13.a.	Apply your knowledge of patent law to advise an inventor on the steps they should take to protect their new invention.	K3	CO3
		(OR)		
	13.b.	If a retail store fails to meet health and safety standards, how would you apply your knowledge of these regulations to assess compliance and suggest improvements?		
4	14.a.	Explain the importance of ethics in HR management.	K2	CO4
		(OR)		
	14.b.	What ethical considerations should be taken into account when advertising to children?		
5	15.a.	Examine the challenges associated with implementing ethical guidelines in corporate governance.	K4	CO5
		(OR)		
	15.b.	Examine the role of specialized training for directors in enhancing corporate compliance and risk management.		

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	Examine the role of "lawful consideration" in validating a contract. How does unlawful consideration affect a contract's validity?	K4	CO1
2	17	Analyze the concept of 'dishonor by non-payment' and explain its implications for the holder of a negotiable instrument.	K4	CO2
3	18	Analyze how Indian e-tailing regulations address data privacy and security for consumers. What specific provisions are in place to protect consumer data, and how do these provisions interact with broader data protection laws?	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	Analyze the impact of corporate social responsibility (CSR) on corporate governance and discuss how CSR initiatives can be integrated into governance practices.	K4	CO5