



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment II – October 2025

Semester- V

Class : III UG
Major : BBA RM

Time: 2 Hours
Maximum Marks: 60

23BREC11 – Retail Legislation

Course Outcomes:

- CO1: Comprehend the Regulatory Framework to Retail Business.
CO2: Identify Legal complexities and related remedies.
CO3: Implement systems to monitor the functioning of Retail Business within the regulatory framework.
CO4: Identify legal complexities and related remedies.
CO5: Conduct ethical retail business in line with the regulatory framework.

Part-A

Choose the Best Answer

6x1=6

- 1) Consumer Protection act 2019, replaced which previous act? CO2 K1
a) Consumer protection act 1986 b) Consumer welfare act 1986
c) Consumer protection act 2002 d) Consumer regulation act 1999
- 2) Under the CPA, e- commerce platforms were considered as _____ CO1 K2
a) Manufacturers b) Service providers c) Agents d) Sellers
- 3) Difference between cost price and retail price is known as _____ CO2 KI
a) Discount b. Margin c. Commission d. Tax
- 4) Psychological pricing is a strategy used to _____ CO2 K2
a) Avoid taxes b) Attract wholesalers
c) Influence consumer behaviour d) Increase production
- 5) Information Technology act was passed in the year _____ CO3 K2
a) 1998 b) 2000 c) 2002 d) 2005
- 6) Which section of the IT Act deals with punishment for identity theft? CO3 K2
a) Section 65 b) Section 66C
c) Section 67 d) Section 72

Part-B

Answer the Following Questions

3x6=18

- 7) a) Write short note on various consumer rights explained in the consumer protection act. CO2 KI
or
b) Explain some of the consumer grievances and procedure to represent them. CO2 K2
- 8) a) Write about various government rules in retail pricing. CO2 K2
or
b) Describe your understanding on deceptive sales practices. CO2 K2
- 9) a) Write short note on various E-commerce rules and regulations. CO2 K3
or
b) Describe your understanding on Cyber security. CO2 K3

Part-D

Answer the Following Questions in Detail

3x12=36

- 10) a) Elaborate the types of consumer protection act and redressal mechanism adopted. CO3 K2
b) Explain various regulations in consumer contracts with suitable example. CO2 K2
- 11) a) Describe Intellectual property act; also write about copyrights and trademarks. CO2 K2
or
b) Write about deceitful diversion of patronage with appropriate examples. CO3 K3
- 12) a) Elaborate intermediary guidelines and digital media code of ethics in IT. CO3 K3
or
b) Briefly explain about the reasonable security practices and procedures with example. CO3 K3

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