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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 A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – November 2025

V Semester

Class : III UG
Major : BBA RM

Time: 3 Hours
Max. Marks: 100

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 the stakeholder's rights and abide by the regulations to ensure good governance.
- Co5: Conduct ethical retail business in line with the regulatory framework.

Part A

10 x 1 = 10

Choose the correct answer

1. _____ is the process of selling goods and services directly to consumers for their personal, non-business use. CO1 K1
 - a. Retailing
 - b. Selling
 - c. Buying
 - d. Accounting
2. _____ refers to the processes, systems, and structures through which decisions are made and implemented within an organization, community, or society. CO1 K1
 - a. Stress
 - b. Governance
 - c. System
 - d. Society
3. Sale of goods act was passed in the year _____. CO2 K2
 - a. 1934
 - b. 1925
 - c. 1930
 - d. 1983
4. The Competition Act was passed in the year _____. CO2 K2
 - a. 2009
 - b. 2010
 - c. 2003
 - d. 2002
5. Consumer protection act was passed in the year _____. CO3 K3
 - a. 1986
 - b. 2002
 - c. 2015
 - d. 2000
6. The Consumer Protection Act provides a three-tier system for resolving consumer disputes, District Commission, State Commission, and _____ Commission. CO3 K3
 - a. State
 - b. National
 - c. District
 - d. Taluk
7. _____ is a legal right granted to creators of original works, including literary, artistic, musical, and certain other intellectual works. CO4 K4
 - a. Copyright
 - b. Goodwill
 - c. Patents
 - d. Goods
8. A _____ is a form of intellectual property that grants the owner exclusive rights to an invention, typically for a limited period, in exchange for public disclosure of the invention. CO4 K4
 - a. Trade mark
 - b. Demand
 - c. Product
 - d. patent right
9. _____ is the buying and selling of goods and services over the internet. CO5 K5
 - a. Electronic commerce
 - b. Service commerce
 - c. Accounting commerce
 - d. Internet
10. _____ also known as information technology security. CO5 K5
 - a. Cost security
 - b. Electricity security
 - c. Cyber security
 - d. Data Security

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

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| 11.a. What are the strategic issues in retailing?
(or) | CO1 K1 |
| 11.b. List out the need for retailing and explain. | CO1 K1 |
| 12.a. Explain the essential guidelines of sale of goods act.
(or) | CO2 K2 |
| 12.b. State the objectives of competition Act and Explain. | CO2 K2 |
| 13.a. Describe the procedure for filing a complaint under the Consumer Protection Act.
(or) | CO3 K3 |
| 13.b. Explain the consumer redressal mechanisms. | CO3 K3 |
| 14.a. Write short note on "copyright".
(or) | CO4 K4 |
| 14.b. Elaborate the Key aspects of trademarks. | CO4 K4 |
| 15.a. Describe the merits of E-Commerce.
(or) | CO5 K5 |
| 15.b. Why is cyber security important? Explain. | CO5 K5 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

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| 16.a. Elaborate the legal frame work for retailing with illustrations.
(or) | CO1 K1 |
| 16.b. Discuss the key aspects of essential commodity act with examples. | CO1 K1 |
| 17.a. Describe conditions and warranty and compare both.
(or) | CO2 K3 |
| 17.b. Enumerate the rights of unpaid seller with suitable examples. | CO2 K3 |
| 18.a. Define Consumer rights, elaborate its features
(or) | CO4 K2 |
| 18.b. Explain the various types of consumer protection. redressal relief. | CO4 K2 |
| 19.a. Enumerate the types of Warranty with appropriate example.
(or) | CO3 K3 |
| 19.b. Summarize the Characteristics of Deceptive Advertising with evidence. | CO3 K3 |
| 20.a. Elaborate the various types of E-Commerce with example.
(or) | CO3 K3 |
| 20.b. Explain the various types of cyber security and Give the necessary guidelines to be followed. | CO3 K3 |
