

Business ethics

Questions

Chapter ETHICS IN MARKETING AND CONSUMER PROTECTION

1. Explain the pragmatic reasons for maintaining ethical behavior in marketing through marketing executives. (4 marks)
2. What are the parameters of Competition Law? (4 marks)
3. Write a note on consumer protection in India? (4 marks)
4. Consumer interest and public interest differentiate between them. (4 marks)
5. Describe consumer as per competition act 2002. (4 marks)