

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - IV :SUMMER : 2023
SUBJECT : GENERAL ENGLISH-IV (LEGAL LANGUAGE)

Day : Wednesday

Time : 10:00 AM-12:30 PM

Date : 19-04-2023

S-12535-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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- Q.1** A) Write notes on **ANY THREE** of the following: [06]
i) Ratio decidendi
ii) Preamble
iii) Question of fact
iv) Analytical reasoning
v) Marginal notes
- B) Explain the legal maxims **ANY THREE** of the following: [06]
i) Ut res magis valeat quam pareat.
ii) Noscitur a sociis.
iii) Ubi jus ibi remedium.
iv) Delegatus non potest delegare.
v) Volenti non fit injuria.
- Q.2** A) Explain the meaning of legal terms **ANY THREE** of the following: [06]
i) Judgement ii) Void v) Summons
ii) Bigamy iv) Defamation
- B) What is interpretation? Explain the internal aids of interpretation of a statute [06]
- OR**
- B) Explain the doctrine and rules of precedent. [06]
- Q.3** A) What is a statute? What are the essential parts of a statute? [12]
- OR**
- B) What is reasoning? What are the fallacies in legal reasoning? Also explain analytical and dialectical reasoning. [12]
- Q.4** A) Draft a sale deed. [12]
- OR**
- B) Write a legal essay on "Lok-adalats". [12]
- Q.5** Do you agree with the following statements if Yes, why? If No, why not? [12]
(ANY FOUR)
- a) Homosexuality should not be legalized in India.
 - b) Social networking is just a sophisticated means for stalking people.
 - c) Using humans for clinical trials is more ethical than animal testing.
 - d) India does not need Uniform Civil Code.
 - e) Women should be given a day off from their work arena due to menstrual pain.

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - IV :SUMMER : 2023
SUBJECT : BUSINESS COMMUNICATION

Day : Friday

Time : 10:00 AM-12:30 PM

Date : 21-04-2023

S-12536-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**
- 2) Figure to the right indicate **FULL** marks.

Q.1 Justify how modern Electronic Media has given valuable benefits for spread of communication. (12)

OR

Q.1 Write Short Note on (ANY TWO) (12)

- a) Importance of Listening
- b) Encoding
- c) Physical Barriers of communication

Q.2 Explain the impact of the elements of presentation. (12)

OR

Q.2 Explain the factors affecting negotiations. (12)

Q.3 Describe the different channels of Oral Communication. (12)

OR

Q.3 Explain Body Language and its impact in detail. (12)

Q.4 Explain the organizational efforts and individual efforts for overcoming communication barriers. (12)

OR

Q.4 Explain how MIS helps a manager take a better decision. (12)

Q.5 Explain how Soft Skills help to gain and retain a job. (12)

OR

Q.5 Write Short Note on: (ANY TWO) (12)

- a) Emotional Intelligence
- b) Semantic and Language barriers
- c) Skillset of law Professional
- d) Persuasion

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - IV :SUMMER : 2023
SUBJECT : ECONOMICS & LAW - III

Day : Tuesday

Time : 10:00 AM-12:30 PM

Date : 25-04-2023

S-12537-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **12** marks.
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Q.1 Write short notes on: **(12)**
a) Current account of BOP
b) Amendments in MRTP

OR

Q.1 Explain the relationship between economic objectives and the constitution of India.

Q.2 The new economic policy on 1991 has helped India to develop at a faster rate. **(12)**
Do you agree? Justify your answer.

OR

Q.2 Underline the importance of economics in legal studies

Q.3 Explain the role of government in controlling business cycles. **(12)**

OR

Q.3 What are the major functions performed by foreign exchange markets?

Q.4 Explain the role of law in regulating foreign trade in India pre and post the **(12)**
New Economic policy of 1991.

OR

Q.4 Define deflation. What are the causes of deflation?

Q.5 What are the advantages and disadvantages of fixed exchange rates? **(12)**

OR

Q.5 Differentiate between micro and macro-economic analysis? What is the significance of macroeconomic studies?

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - IV :SUMMER : 2023
SUBJECT : FAMILY LAW-I (MARRIAGE, DIVORCE & MATRIMONIAL
DISPUTES)

Day : Friday

Time : 10:00 AM-12:30 PM

Date : 28-04-2023

S-12538-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 Discuss the salient features of “The Muslim Women (Protection Rights on Divorce) Act, 1986.” State the circumstances under which a Muslim wife can divorce the husband.

OR

Q.1 Define the term ‘Dower’ with its kinds. Discuss various modes for the enforcement of right to dower.

Q.2 “Hindu marriage may be solemnized in accordance with the customary rites and ceremonies of either parties.” Discuss the statement with the relevant provisions of marriage under Hindu Marriage Act with leading case laws.

OR

Q.2 Whether Section 9 of the Hindu Marriage Act which provides for the restitution of conjugal rights is violative of Article 14, 19 and 21 of the Indian Constitution? Elaborate the answer with leading case laws.

Q.3 Briefly outline the requisites necessary for the Christian marriage.

OR

Q.3 “The Special Marriage Act provides for the performance of marriage by civil ceremony.” Elaborate the procedure laid down by Act for Marriage.

Q.4 Write short notes on **ANY THREE** of the following:

- a) Schools of Hindu law
- b) Consanguinity, affinity and fosterage
- c) Composition of Family Courts
- d) Parsi Matrimonial Courts
- e) Talaq-i-tafweez and Triple talaq

Q.5 A) A wife again and again insulted her husband before the other persons and ask him to leave, he is fed up and wanted divorce. Is it not cruelty on him? Suggest husband.

B) Jorden Diengdeh v. S.S. Chopra

OR

A) If during the period of six months after the filing of petition for a divorce by mutual consent, any one of the parties withdraws the consent, then what options the other party is left with in order to get the decree for divorce? How can one withdraw the consent?

B) Naveen Kohli v. Neelu Kohli.

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)

B.B.A. LL. B. Sem - IV :SUMMER : 2023

SUBJECT : CONSTITUTIONAL LAW-II

Day : Tuesday

Time : 10:00 AM-12:30 PM

Date : 2/5/2023

S-12539-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL MARKS**.
-

Q.1 a) What are the features of a true federation? In what respect is the Indian Constitution a departure from the federal features of a true federation?

OR

Q.1 b) Write notes on :
i) Doctrine of pleasure
ii) Parliamentary privileges

Q.2 a) Recently the position of the Governor in the states has come under a lot of dispute, often being labelled as a puppet in the hands of Centre. Discuss the powers and position of the Governor.

OR

Q.2 b) Write notes on :
i) Services under the constitution
ii) Financial Bill

Q.3 a) 'Indian Constitution is neither rigid nor flexible'. Discuss the provisions related to amendment process in the Constitution.

OR

Q.3 b) 'Decision of the speaker as to disqualification under Tenth Schedule is final'. However, the role of a speaker in case of disqualifying defectors, members of legislative party has been a controversial one. Discuss in the light of Anti-defection law with appropriate judicial decisions.

Q.4 a) Discuss the Election Commission under Indian Constitution.

OR

Q.4 b) Division of powers is the single most important tool to ensure a robust federal structure. Discuss in light of fiscal powers under the Indian Constitution.

Q.5 a) Write short notes on **ANY TWO** of the following :

- i) Council of Ministers
- ii) Doctrine of Colourable Legislation
- iii) Tortious liability of Government

OR

b) 'Parliament is the supreme legislative body. The legislative procedure is initiated in the form of Bill'. Comment.

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - IV :SUMMER : 2023
SUBJECT : FINANCIAL & MANAGEMENT ACCOUNTING

Day : Thursday

Time : 10:00 AM-12:30 PM

Date : 4/5/2023

S-12540-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Use of **SIMPLE** calculator only is allowed.

Q.1 a) Fill in the Blanks: (05)

- 1) Short term liabilities are paid within _____ year.
- 2) The system of double entry book keeping is based on _____ concept.
- 3) As and when transactions occur they are first recorded in _____ and subsequently posted to _____.
- 4) Accounting is often called as language of _____.
- 5) The physical wear and tear of assets is called _____.

b) State whether True or False with Reasons: (05)

- 1) Net profit increases owners' equity.
- 2) In some transactions there may be more than one debit or one credit.
- 3) According to money measurement concept accounting records only business transaction.
- 4) The setting of Accounting Standards is an economic decision.
- 5) Double entry book keeping ensures arithmetical accuracy of the books of account.

c) Define Accounting. Explain importance of accounting in business. (05)

OR

Q.1 a) Define Accountancy. Give difference between : (15)

- 1) Book Keeping and Accountancy
- 2) Cash discount and Trade discount.

Q.2 Journalise the following transactions in the books of Mr. Ashok for the month of January 18. (10)

1	Deposited in Bank A/c of company ₹ 1,00,000
2	Rent of ₹ 15,000 paid out of which ₹ 7,000 paid for house rent
3	Purchased goods from Mr. Mehta worth ₹ 95,000 at 10% trade discount
10	Sold goods to Rahul Co. worth ₹ 80,000 half cash received immediately with a cash discount of 5% allowed.
15	Goods purchased returned worth ₹ 10,000 gross
18	Purchased a dog for guarding business premises worth ₹ 10,000
20	Stationery purchased worth ₹ 1,500
25	Wages paid ₹ 7,000 to workers

P.T.O.

OR

Q.2 Prepare a two column Cash Book for Mr. Choksy for the month of November. (10)

1	Balance of cash ₹ 10,000 and an overdraft of bank balance ₹ 15,000
2	Deposited into bank ₹ 25,000 directly by a customer.
3	Withdrew for office use ₹ 5,000
4	Purchased stationery of ₹ 700 for office
5	Cash sales amounted to ₹ 50,000 half amount received by cheque
6	Goods purchased worth ₹ 30,000 at trade discount 20% 1/4 amount paid by cash 1/4 by cheque
7	Commission received ₹ 1,500 in cash
8	Paid MSEB by cheque ₹ 1,500

Q.3 M/s Ashoka purchased furniture of ₹ 90,000 for its showroom on 1/7/2016 (10) and paid the amount by cheque.

On 1/4/2017 it purchased additional furniture of ₹ 60,000 by making cheque payment on 30/9/2017. It sold part of furniture purchased on 1/7/16 for ₹ 20,000. The cost of the furniture sold was ₹ 25,000 on 1/7/2016. On 1/4/18 it purchased new furniture of ₹ 50,000 by making cheque payment. On 31/3/2019 it sold 1/3 of the furniture purchased on 1/4/18 and received the proceeds of ₹ 11,000 for the same.

The followed written down method of depreciation for providing depreciation the rate being 20%. Prepare Furniture A/c for the years 16-17, 17-18, 18-19. The financial year ends on 31/3. Show proper working notes.

OR

Q.3 The following are summarized Profit and Loss A/c for the year ended 31/3/17 (10) and the Balance Sheet as on that data of Cipla Ltd. Cochin.

Profit and Loss A/c for the Year ended 31/3/17

Particulars	Amount ₹	Particulars	Amount ₹
To Opening stock	10,000	By Sales	1,00,000
To Purchases	55,000		15,000
To Gross Profit c/d	50,000		
	1,15,000		1,15,000
To Administrative expenses	15,000	By Gross Profit b/d	50,000
To Interest	3,000		
To Selling expenses	12,000		
To Net Profit c/d	20,000		
	50,000		50,000

Balance Sheet as on 31/3/17

Liabilities	Amount ₹	Asset	Amount ₹
Share Capital	1,00,000	Land and Building	1,00,000
Profit and loss A/c	20,000	Plant and Machinery	30,000
Creditors	25,000	Stock	15,000
Bills Payable	15,000	Debtors	15,000
		Bills Receivable	12,500
		Cash at Bank	17,500
		Furniture	20,000
	1,00,000		1,00,000

Additional Information:

Average Debtors ₹ 12,500, Credit Purchases ₹ 40,000, Credit Sales ₹ 80,000

Calculate:

- 1) Gross Profit Ratio
- 2) Net Profit Ratio
- 3) Current ratio
- 4) Debt to Equity Ratio
- 5) Current Ratio

Q.4 From the following particulars ascertain the bank balance as per bank statement as on 31/3/18. **(10)**

- 1) Bank Balance as per cash book on 31/3/18 ₹ 80,000 .
- 2) Cheques issued but not encashed upto 31/3/2018 amounted to ₹ 20,000.
- 3) Cheques paid into bank but not cleared upto 31/3/2018 amounted to ₹ 30,000
- 4) Interest on investment collected by bank but not recorded in cash book ₹ 1,000
- 5) Cheques deposited in the bank but not recorded in cash book of ₹ 25,000.
- 6) Bank charges debited in the bank statement but not recorded in cash books ₹ 200
- 7) A bill for ₹ 20,000 was discounted with the bank and recorded in cash book as ₹ 20,000.

The proceeds credited by bank to the account was ₹ 18,500.

OR

Q.4 Record the following transactions of Navin Cloth Stores, Malegaon into appropriate subsidiary books. **(10)**

1. Bought 50 meters cloth ₹ 60 per meter from Manohar trading 10% trade discount.
4. Returned 10 meter cloth to Manhor trading.
5. Sold 20 shirts to Manik corporation @ ₹ 100 per shirt 15% trade discount.
10. Manik corporation returned 5 defective shirts.
15. Bought 80 meters silk @ ₹ 40 per meter and 20 meters suiting @ ₹ 120 per meter 20%. Trade discount from Shanti chamber.
18. Returned 20 meter silk to Shanti Chamber.
21. Sold 50 pants @ ₹ 60 per pant to Kamal corner @ 5% trade discount.
24. Bought 100 shirts from Punekar Garments @ ₹ 80 per shirt and sold 80 shirts to Manik corporation @ 25% profit.
27. Bought furniture for ₹ 2000 from Ganesh furniture mart.
28. Sold 10 shirts and 5 pants @ ₹ 60 and ₹ 75 respectively to Kamal Corner at list price.

P.T.O.

- Q.5** Following is the trial balance of Mr. Arjun as on 31.03.2017. Prepare (15)
Trading A/c, Profit and Loss A/c and Balance Sheet as on that date.

Trial Balance as on 31.03.2017

Particulars	Amount ₹	Particulars	Amount ₹
Opening Stock	15,000	Capital	60,000
Purchases	45,000	Sales	84,800
Wages	10,600	Sundry Creditors	12,000
10% investment	10,000	Bills Payable	5,000
Salaries	3,500	R.D.D.	1,700
Carriage outward	4,600	Commission	4,000
Printing and Stationery	3,400		
Insurance	750		
Postage and Telegram	700		
Machinery	26,000		
Furniture	7,000		
Sundry Debtors	25,000		
Bills Receivable	4,000		
Cash at bank	6,200		
Advertisement	1,000		
Bad debts	250		
Carriage inward	4,500		
	167500		167500

Adjustments:

- Closing stock was valued @ ₹ 40,000.
- Wages include ₹ 4,000 paid for fixation of new machinery purchased on 01.04.2016.
- Depreciate machinery and furniture by 10% p.a.
- Outstanding salary ₹ 1000.
- Create reserve for doubtful debts @ 5% on debtors.

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV :SUMMER : 2023
SUBJECT : GENERAL ENGLISH-IV (LEGAL LANGUAGE)

Day : Wednesday

Time : 10:00 AM-12:30 PM

Date : 19-04-2023

S-24946-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
-

Q.1 What is interpretation of statutes? Describe in detail the Primary Rules of Interpretation with relevant judicial pronouncements. **(12)**

OR

State and explain the Internal Aids of Interpretation of Statutes.

Q.2 Define "Law" and "Fact". Discuss the meaning of question of law, question of fact and mixed questions of law and fact. **(12)**

OR

Critically examine the Importance of Language in law.

Q.3 Discuss the meaning, nature of Judgement and general rules for Judgement writing. **(12)**

OR

"The law declared by the Supreme Court shall be binding on all court within the territory of India". Elucidate.

Q.4 What are the components of a deed? Draft a Gift Deed. **(12)**

OR

"Drafting of statutes aim at clarity, conciseness and comprehensive coverage of subject matter of the statute". Comment and explain the rules for Legislative Drafting.

Q.5 Do you agree with the following statements? Justify your answer. **(ANY TWO) (12)**

- i) Reservation for Economically Weaker Section (EWS) is a step in the right direction.
- ii) Death Penalty has no place in the modern world.
- iii) Euthanasia is a moral wrong.

OR

Write short notes on : **(ANY TWO)**

- i) Types of Reasoning
- ii) Law as a synthesis of Order and Justice
- iii) Judicial Discretion

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV :SUMMER : 2023
SUBJECT : BUSINESS COMMUNICATION

Day : Friday

Time : 10:00 AM-12:30 PM

Date : 21-04-2023

S-24947-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.

Q.1 Explain different medias of communication that can be used to communicate to a receiver. (12)

OR

Q.1 Communication is not complete till there is feedback. There is noise and barrier in communication explain. (12)

Q.2 Explain the importance of paralanguage in communication. (12)

OR

Q.2 Explain the channels of oral and written communication. (12)

Q.3 Explain Kinesics and its impact in detail. (12)

OR

Q.3 Explain with diagram the different types of internal communication in a software organisation. (12)

Q.4 Explain the significance of communication ethics. (12)

OR

Q.4 Ravi is a Law professional attending a session on hearing and listening. He has taken certain notes in the session. What will be the differences in hearing and listening and its importance in business Communication as per his notes (12)

Q.5 Write short Notes on (Any 2) (12)

1. BATNA
2. Emotional intelligence
3. Minutes of meeting

OR

Q.5 Write short Notes on (Any 2) (12)

1. Process of communication
2. Cross Culture communication barrier
3. Persuasion

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV :SUMMER : 2023
SUBJECT : ECONOMICS-III (ECONOMICS & LAW)

Day : Tuesday

Time : 10:00 AM-12:30 PM

Date : 25-04-2023

S-24948-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q.1 Explain the role of Liberalization in an economy.

OR

Q.1 What are the factors responsible for dis-equilibrium in Balance of Payment.

Q.2 Explain the merits and demerits of Fixed Exchange Rate Policy.

OR

Q.2 Explain the role or importance of Economic planning in an economy.

Q.3 Describe the rights of consumers in detail with Relation to Consumer Protection Act.

OR

Q.3 Explain the role of Corporate Social Responsibility (CSR) in Business Ethics.

Q.4 Describe how does privatisation affect economy in negative manner.

OR

Q.4 Explain the functions of World Bank in international trade.

Q.5 Explain the role of SEBI in the stock market.

OR

Q.5 Write short notes on:

- a) MGNREGA
- b) Difference BOT and BOP

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV :SUMMER : 2023
SUBJECT : FAMILY LAW-I (MARRIAGE, DIVORCE & MATRIMONIAL DISPUTES)

Day : Friday

Time : 10:00 AM-12:30 PM

Date : 28-04-2023

S-24949-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 A) 'Hindu marriage is a sacred tie and one of the last ten sacraments that can never be broken. It is a relationship that is established by birth to birth.' In the light of the statement discuss the nature of hindu marriage and state the essentials of valid Hindu marriage.

OR

B) Discuss the concept of Restitution of Conjugal Rights with its constitutional validity.

Q.2 A) 'Marriage under Islam is a contract keeping in the view of Quranic injunction and traditions.' Elaborate the classification of marriages under Muslim law.

OR

B) 'The Parsi Matrimonial Courts are unique in India, there are no other body of personal law that uses the jury in these courts.' Evaluate the Parsi Matrimonial Courts constituted under the Act.

Q.3 A) Analyze, Special Marriage Act,1954 as a special legislation since it provides solemnization of marriage that could not be solemnized due to religious traditions. Elucidate, the procedure for solemnization of marriage.

OR

B) The Indian Divorce Act,1869 regulates the law relating to divorce of persons professing the Christian religion and also other matrimonial remedies. Comment

Q.4 A) Write short notes on **ANY TWO** of the following.

- a) Difference between void and voidable marriage
- b) Sources of Muslim Law
- c) Live in relationship

OR

Q.4 B) Write short notes on **ANY TWO** of the following.

- a) Kinds of Dower
- b) Adultery and Cruelty as ground of divorce
- c) Establishment of Family Court

Q5 a) **Case study:** Joseph Shine v. U.O.I

A)

b) **Problem:** 'A' and 'B' both muslim, married under muslim law. The dower was fixed at the time of marriage which was to be paid after marriage (mahr-i-muwajjal). After two years the husband died without paying dower. Advise the wife.

OR

Q5 a) **Case study:** Seema v. Ashwini Kumar

B)

b) **Problem:** 'X' and 'Y' married under Hindu Marriage Act,1955 as per the religious ceremonies. At the time of marriage, the age of the parties was 18 years for both. Decide the validity of the marriage.

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV :SUMMER : 2023
SUBJECT : CONSTITUTIONAL LAW-II

Day : Tuesday

Time : 10:00 AM-12:30 PM

Date : 2/5/2023

S-24950-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 A) The Constitution of India lays down extensive provision relating to Administrative relation between the Union and the States. Comment on the control of Union over States.

OR

Q.1 B) Indian Constitution is neither purely federal nor unitary, but a combination of both. Discuss.

Q.2 A) "Governor plays an important role as a link between Centre and State." Discuss the powers and functions of Governor of the State.

OR

Q.2 B) One of the chief-characteristics of the Indian Constitution is the way in which the normal federal Constitution can be adapted to emergency situation. Examine the types of emergency.

Q.3 A) The doctrine of basic structure has been vehemently criticized. It has been said that the court has not precisely defined as to what are the essential features of the basic structure. If this doctrine is accepted every amendment is likely to be challenged on the ground that it effects some or the other essential features of the basic structure. Comment on the pre and post Keshvanand Bharati cases.

OR

Q.3 B) Critically analyse the law of Parliamentary Privileges as available to the member of legislature in India.

Q.4 A) Discuss the tortious liability of government. Substantiate your answer with relevant and appropriate case law.

OR

Q.4 B) The evil of political defection has been a matter of National Concern. If not combated, it might undermine the very foundation of our democracy. Critically evaluate the Anti defection law in India.

Q.5 A) Write short notes on **ANY TWO** of the following:
i) Difference between Money Bill and Ordinary Bill
ii) Doctrine of Pleasure
iii) Election and Powers of President

OR

Q.5 B) Discuss the role of Council of Ministers in aiding and advising the President of India.

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B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV :SUMMER : 2023
SUBJECT : MARKETING MANAGEMENT

Day : Thursday

Time : 10:00 AM-12:30 PM

Date : 4/5/2023

S-24951-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
-

Q.1 A) Define Marketing. Explain various approaches to Marketing. (12)

OR

Q.1 B) Define Marketing and Marketing Management. Express your views on how Selling is different from Marketing. (12)

Q.2 A) What is Marketing planning? Explain its scope and importance in Marketing. (12)

OR

Q.2 B) Analyse the organisations external environmental factors in detail which affect Marketing. (12)

Q.3 A) What is Positioning and Market Research? Explain objectives and process of Marketing Research. (12)

OR

Q.3 B) Sukhada Ltd. produces soaps and needs to rework on the market segments. Suggest the benefits of market segmentation and also the importance of market research to them. (12)

Q.4 A) Explain the role and needs of channel distribution for a Phinix Ltd. for their new hair oil product. Develop a strategy for distribution channel. (12)

OR

Q.4 B) Pricing decision affects many Marketing activities. Express your view how should a Marketing manager adjust to the changes and initiate new policies for pricing. (12)

Q.5 A) Write short notes on : (12)
i) Retailing
ii) Branding

OR

Q.5 B) Write short notes on : (12)
i) Micro Trends in Marketing
ii) New Product Development.
