

Subject : Marketing Management

Day : Thursday
Date : 16/04/2015



Time : 02.30 PM TO 05.30 PM
Max Marks : 80 Total Pages : 1

N.B.:

- 1) **Q. No. 1 is COMPULSORY.**
 - 2) Write any **FIVE** questions from **Q. No. 2 to Q. No. 10.**
 - 3) **Q. No. 1** carries **20** marks. All other Questions carry **15** marks each.
-

- Q.1** Write short notes on any **FOUR** of the following:
- a) Finance and Marketing interface
 - b) Macro Environment
 - c) Market Research
 - d) Sales promotion
 - e) Selling Vs Marketing
 - f) Middlemen in distribution
- Q.2** As a marketing Manager, introduce a new product competing 'Pepsi' in the market.
- Q.3** "A marketing executive must interact with production purchase and Legal Departments for a successful business endeavour". Explain the above statement with suitable example.
- Q.4** "Micro environment has witnessed changes in the process of marketing management post liberalization". Explain the concept of micro environment and the above statement.
- Q.5** "Market segmentation ensures success in any business strategy". Explain the meaning and advantages of Market segmentation.
- Q.6** "Knowledge of product life cycle is an essential tool in new product development". Explain the concept of product Life Cycle
- Q.7** Explain the concept of pricing in Marketing Management.
- Q.8** What is promotion of any product in marketing management? What are the tools of promotion?
- Q.9** Define and build-up a sound marketing strategy for marketing of 'Bajaj Pulsar'
- Q.10** "Advertising is an important tool of communication in marketing mix". Explain.

**Subject : Law of Tort Including Motor Vehicle Accident &
Consumer Protection Act**

Day : Saturday

Date : 18/04/2015



Time : 02.30 PM TO 05.30 PM

Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt any **SIX** questions in all including **Q. No. 1** which is **COMPULSORY**.
- 2) **Q. No. 1** carries **20** marks and all other questions carry **12** marks.

Q.1 Write notes on any **FOUR** with reference to Consumer Protection Act, 1986.

- a) Definition of 'Consumer'
- b) Deficiency
- c) Object of the Consumer Protection Act
- d) National Commission
- e) Consumer Disputes
- f) Rights of the Consumer

Q.2 'A satisfactory material definition of tort is almost certainly an impossibility'. Explain in the light of nature and scope of the law of tort with the help of prominent definitions of Tort.

Q.3 What are the General defences given under the law of Tort? Explain any two in detail.

Q.4 Explain the following:

- i) Res ipsa loquitor
- ii) Vicarious liability

Q.5 Explain the rules of strict liability and Absolute liability with the help of case laws and also differentiate between the two rules.

Q.6 Explain the tort of Negligence? What is the degree of care required? Discuss.

Q.7 Define Nuisance. Explain and distinguish between Public Nuisance and Private Nuisance.

Q.8 What is meant by defamation and state the defences available against it.

Q.9 Write notes on any **TWO** of the following:

- a) Assault and Battery
- b) Malicious Prosecution
- c) False Imprisonment

Q.10 Discuss the compensatory relief provided under the Motor Vehicle Act, 1988.

* * * * *

Subject : Practical Paper-I

Day : Tuesday
Date : 21/04/2015



Time : 02.30 PM TO 05.30 PM
Max Marks : 80 Total Pages : 2

N.B.:

- 1) Attempt any **SIX** questions in all choosing any **TWO** questions from each section.
- 2) Question from Section 'A' and Section 'C' carries 10 marks each and questions from Section - 'B' carry 20 marks.

SECTION-A

- Q.1** Explain the Historical development of legal profession in India.
- Q.2** Explain the duty of an Advocate to the court, client, opponent, and duty to render free legal aid mentioned under Bar Council of India rules.
- Q.3** Explain the following
- a) Vakalatnama
 - b) Power of Compromise

SECTION-B

- Q.4** Enumerate and explain the function of State Bar Council.
- Q.5** "Professional misconduct is of infinite variety, and it is of the utmost importance in administration of justice. It means professional lapses which shake the confidence of the litigants" Discuss with the help of important case laws.
- Q.6** "Contempt of Court means an act or omission which interferes or tends to interfere with the administration of justice". Discuss with the help of recent case laws.
- Q.7** Explain any **TWO** of the following:
- a) Advocate General Bihar v. M. P. Khair Industries (1980) 3SCC 311
 - b) Re Vinay Chandra Mishra (1995) 2 SCC584
 - c) Re Arundhati Roy (2002) SC 0160
 - d) Kalyameshwar's v. Union of India and Ors (2011) SC 644

P. T. O.

SECTION-C

- Q.8** Explain the importance of keeping the Books of Accounts in the lawyer's office.
- Q.9** From the following particulars, ascertain the bank balance as per Cash book of Mr. Muthu as at 31st March 2013.
- Credit balance as per pass book as on 31.3.2013 Rs. 2,500.
 - Bank charges of Rs. 60 had not been entered in the cash book.
 - Out of the cheques of Rs. 3,500 paid into the bank, a cheque of Rs. 1,000 was not yet credited by the banker.
 - Out of the cheques issued for Rs. 4,500 cheques of Rs. 3,800 only were presented for payment.
 - A dividend of Rs. 400 was collected by the banker directly but not entered in the cash book.
 - A cheque of Rs. 600 had been dishonored prior to 31. 3. 2013, but no entry was made in the cash book.
- Q.10** From the following of list of Balance of Shri. Somesh, prepare Trial Balance as on 31st December 2012.

Particulars	Amount
Machinery	80,000
Building	60,000
Purchases	1,50,600
Somesh's Capital	1,94,000
Sales	5,000
General Expenses	2,000
Rent	400
Legal charges	12,000
Salaries	2,000
Bank overdraft	50,000
Stock	30,400
Interest (CR)	900
Commission received	300
Carriage	2,000
Sundry Debtors	40,000
Bad Debts	1,900
Postage and Telegram	700
Wages	20,000

* * *

MAHIPATGAD-VI (2009 COURSE): SUMMER-2015
SUBJECT: MERGER AND ACQUISITIONS

Day: **Thursday**
Date: **23-04-2015**

Time: **2:30 P.M. TO 5:30 P.M.**
Max. Marks: 80

N.B:

- 1) Attempt ANY SIX questions including Q. No.1 which is **COMPULSORY**.
- 2) Q. No.1 carries 20 marks and remaining questions carries 12 marks.

- Q.1 Write short notes on ANY FOUR of the following:
- a) Memorandum of Association
 - b) Person acting in Concert
 - c) Demerger
 - d) Buy back of shares
 - e) Shares
 - f) Offer Price and Offer Size
- Q.2 Define Corporate Restructuring. Explain the different modes for Corporate Restructuring.
- Q.3 Define Merger. What is the procedure for merger and amalgamation under Companies Act, 2013?
- Q.4 What is Open Offer? When is an open offer process exempted under the SEBI Take over code 2011?
- Q.5 What is a Combination? Explain the procedure for investigation of a Combination under Competition Act, 2002.
- Q.6 What is Stamp Duty? Whether the order of the High Court approving a merger is subject to stamp duty? Explain with relevant case laws.
- Q.7 What are Listing Agreements? Explain the clauses of Listing Agreements relevant to Mergers and Acquisitions.
- Q.8 What is Due Diligence process? Explain the different aspects to be considered under Due Diligence process for mergers and acquisitions.
- Q.9 What is a Takeover? Explain the procedure for acquisition of shares of dissenting shareholders under companies Act, 2013.
- Q.10 What are the merger and acquisitions laws in different countries? Compare them with the laws in India.

Subject : Optional - II a) Media & Law

Day : Saturday

Date : 25/04/2015



Time : 02.30 PM TO 05.30 PM

Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt **ANY SIX** questions in all including Q. No. **1** which is **COMPULSORY**.
- 2) Q. No. **1** carries **20** marks and all other questions carry **12** marks each.

Q.1 Write short notes on:

- a) Article 19 (1) (A) and right of press
- b) Electronic media
- c) Hate speech
- d) Sakal case
- e) Indian telegraph act
- f) Self regulation guidelines

Q.2 Discuss the role of media in a free democracy.

Q.3 Explain when the media is and when media is not liable for offence of not contempt.

Q.4 Discuss how media trial can cause prejudice to right to fair trial of a cause.

Q.5 Explain the exceptions to receiving information under RTI Act.

Q.6 Discuss the necessity and objectives of cable television network (Regulation Act), 1995.

Q.7 Explain the role played by media in Priyadarshani Matoo Case and Arushi Case.

Q.8 Discuss the concept of fair deal under Copyright Act.

Q.9 Explain accountability of media in light of Mumbai Terror attacks.

Q.10 Discuss the composition of Prasar Bharati Board and also mention its objectives.

Subject : Optional - II b) Insurance Law

Day : Saturday
Date : 25/04/2015



Time : 02.30 PM TO 05.30 PM
Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt any **SIX** questions including **Q. No. 1** which is **COMPULSORY**.
- 2) Q. No. 1 carries **20** marks and all other questions carry **12** marks each.

- Q.1** Write short notes on any **FOUR** of the following:
- a) Mutual Insurance Companies
 - b) Formation of Life Insurance contract
 - c) Double Insurance
 - d) Scope of Personal Accident Insurance
 - e) Subrogation
 - f) Premium
- Q.2** State the salient features of Insurance Act, 1938.
- Q.3** Explain the concept of utmost good faith and insurable interest in an insurance contract.
- Q.4** What is 'Life Insurance Contract'? Discuss the various types of Life Insurance Policies.
- Q.5** Explain the concept of 'Proposal' and Policy under Life Insurance Contract.
- Q.6** Discuss the Third Party or Compulsory Insurance of Motor Vehicle.
- Q.7** What is a voyage policy? Does the deviation of a ship from the voyage contemplated affect the insurer's liability? When is deviation excused?
- Q.8** What is marine adventure? Examine the concept of maritime perils.
- Q.9** What are the essential features of a Fire Insurance contract? What are the various rights of the insurer under such a contract?
- Q.10** Explain the provisions of law relating to Public Liability Insurance.