

Subject : Marketing Management

Day : Saturday

Date : 16/04/2016



Time : 02.30 PM TO 05.30 PM

Max Marks : 80 Total Pages : 1

N.B.:

- 1) Q. No. 1 is **COMPULSORY** and carries **20** marks.
- 2) Solve any **FIVE** questions out of the remaining questions which carry **12** marks each.
- 3) Maximum Total marks for six attempted questions are **80**.

- Q.1** Write short notes on **ANY FOUR** of the following: (20)
- a) Market Segmentation
 - b) Selling Vs Marketing
 - c) Advertising
 - d) Pricing
 - e) Distribution channels
 - f) Product Life Cycle
- Q.2** What is Micro Environment of a market? Why is it necessary to study it? (12)
- Q.3** What are the 4Ps of marketing? Explain each with suitable example. (12)
- Q.4** Define "Marketing Management" and explain the development from Production concept to Marketing concept. (12)
- Q.5** Discuss the process of Marketing Research. (12)
- Q.6** Explain the role and relationship of Legal Department and Marketing Department in ensuring the success of a company. (12)
- Q.7** "Interaction with the Human Resource and Material Management Departments is crucial for Marketing Department". Discuss. (12)
- Q.8** As a Marketing Manager of a company you are required to devise a sound marketing strategy for introducing a new product in the biscuit market. Explain the various steps towards it. (12)
- Q.9** Explain the interface of the Marketing Department with the Production and Finance Department. (12)
- Q10** Explain the effect of Globalization and Privatization on the Indian Market. (12)

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

Day : Wednesday

Date : 20/04/2016



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 Answer **ANY FOUR** of the following reference to Consumer Protection Act:

- a) Definition of consumer
- b) Complaint
- c) Consumer dispute
- d) Consumer Protection Council
- e) Jurisdiction of National Commission
- f) Powers of a consumer forums

Q.2 Define tort and distinguish it from crime and breach of contract.

Q.3 Discuss 'Inevitable Accident' and 'Private Defense' as a justification in tort.

Q.4 Discuss the rule of Absolute Liability and the rule laid down in M.C. Mehta Vs. Union of India.

Q.5 Discuss the Liability of State in torts for the acts committed by its servant.

Q.6 Examine the various ways in which the liability in tort is discharged.

Q.7 Explain fully the judicial remedies available in torts.

Q.8 What is Trespass to Land? What are the defenses available to defendant in this regard?

Q.9 Explain the following:

- a) Trespass ab initio
- b) Contributory Negligence

Q.10 Unprecedented rise in the number of Motor Vehicles has resulted in amendment of the Motor Vehicles Act making various provisions especially relating to compensation to the injured or his legal representative. Explain the compensatory relief under the Motor Vehicle Act, 1988.

Subject : Practical Paper-I

Day : Friday

Date : 22/04/2016



Time : 02.30 PM TO 05.30 PM

Max Marks : 80 Total Pages : 2

N.B.:

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

SECTION - A

- Q.1** "An advocate shall not do anything of where by he abuses or takes advantage of the confidence reposed in him by his client? Discuss with reference to duties of advocates towards the client and court".
- Q.2** State the qualification and disqualification for enrollment as an advocate under Advocates Act, 1961.
- Q.3** Write a note on any two of the following:
i) Advocate right to strike
ii) Right of practice

SECTION-B

- Q.4** Discuss the role of Bar Council of India and State Bar Council in controlling legal profession in India.
- Q.5** State and explain the procedure to be followed in the case of misconduct of an advocate with landmark case laws.
- Q.6** What acts of an advocate amount to criminal contempt? Can the disciplinary committee of the Bar council of the State take the action against the advocate for contempt?
- Q.7** Explain case laws (any **TWO**)
i) Common Cause 'A' Registered Society. Etc. v. Union of India and Ors (2005) SC 0731
ii) O. P. Sharma and Ors v. High Court of Punjab and Haryana (2011) SC 0571
iii) M. B. Sanghi Advocate v. High Court of M. P. AIR (1991) SC 1834
iv) R. K. Garg v. Shanti Bhusan (1995) 1 SCC 3

P. T. O.

SECTION-C

Q.8 Discuss the use of IT technology in functioning of lawyer's office.

Q.9 Journalize the following transaction in the books of Suresh, 2014.

May	1	Suresh commenced business with cash Rs. 10,000
May	2	Paid into Bank Rs. 5,000
May	4	Purchased goods from Krishna Rs. 4,000
May	6	Sold goods to Raman Rs. 2,000
May	8	Returned goods to Krishna Rs. 100
May	9	Raman returned goods Rs. 50
May	10	Bought cards, covers and stamps Rs. 20
May	13	Received from Raman on account Rs. 1,500
May	14	Paid Krishna on account Rs. 3,000
May	15	Cash sales Rs. 300
May	16	Cash purchases Rs. 700
May	18	Purchased stationery Rs. 30
May	19	Purchased machine from Hindustan Tools Ltd Rs. 3,000
May	20	Advanced Govind Rs. 1,000 as loan
May	21	Paid for repairing machine Rs. 100

Q.10 Prepare Bank Reconciliation statement.

On 31st December, 2014 the pass book of Mr. Murali's Current Account showed a credit balance of Rs. 10,000. Prepare a bank reconciliation statement with the following information.

- i) Mr. Murali issued a cheque of Rs. 300 on 25th December, 2014 but this was not presented for payment, whereas this was recorded twice in the cash book.
- ii) A cheque of Rs. 200 drawn on his saving deposit account has been shown as drawn on current account.
- iii) A cheque of Rs. 285 issued on 28th December was taken in the cash column.
- iv) In the pass book, a bank charge of Rs. 25 was recorded twice, while another bank charge of Rs. 17 was not recorded in the cash book.
- v) A cheque of Rs. 800 credited in the pass book on 28th December 2014 being dishonoured is debited again in the pass book on 1st January, 2014. There was no entry in the cash book for the dishonour of the cheque, until 15th January 2014.
- vi) The debit side of the cash book (bank column) has been undercaste by Rs. 300.

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Subject : Merger & Acquisitions

Day : Monday
Date : 25/04/2016



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

N. B. :

- 1) Attempt **ANY SIX** questions out of which **Q. No. 1 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) Memorandum of Association
 - b) FEMA 19 and 20
 - c) Clause 40 A and 40 B
 - d) Corporate Restructuring
 - e) Appeals against order of CCI
 - f) Event based disclosures
- Q. 2** Define Company. Explain different kinds of companies.
- Q. 3** Define Shares. Explain briefly Preference Share and Equity Shares.
- Q. 4** What are combination Thresholds ? Explain the procedure to get an order of the CCI under Competition Act, for approval of combination.
- Q. 5** What are trigger points for an open offer? Are there any exemptions to an open offer?
- Q. 6** What is stamp duty? Is stamp duty payable on the order of Tribunal sanctioning the merger? Support your answers with relevant case laws.
- Q. 7** What is Due Diligence? Explain the various aspects to be considered for the due diligence related to a merger or an acquisition.
- Q. 8** Define Small Companies. Explain the procedure for merger of two or more small companies under Companies Act, 2013.
- Q. 9** Explain in detail the power of the Central Government to provide for amalgamation of companies in public interest.
- Q. 10** Discuss briefly International Merger Law.

Subject : Optional - II a) Media & Law

Day : Thursday
Date : 28/04/2016



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 note s ANY FOUR of the following:

- a) Shiny Anuja Case
- b) Media and National Security
- c) Right to Information
- d) Radio as a Mass Medium
- e) Media and Terror Attacks
- f) Fair Deal

Q.2 "Freedom of press in the fourth pillar of democracy". Comment.

Q.3 Discuss the validity of censor board in light of Vishvaroopam film controversy.

Q.4 Explain the concept of media trials in adjudication of justice.

Q.5 Explain judicial recognition of the right to information in the context of Right to Information Act.

Q.6 Obscenity, Morality Grounds for Censorship on Media Comment.

Q.7 Enlist restriction put on advertisement and programmes by Cable Television Network Rule, 1994.

Q.8 Discuss the power and functions of Prasar Bharati.

Q.9 "Indian constitution, not only grants right to media, but also mentions certain limitations". Justify.

Q.10 What is contempt of court? "The restrictions on the freedom of speech and expression can be imposed if it amounts to contempt of court". Comment.

Subject : Optional - II b) Insurance Law

Day : Thursday
Date : 28/04/2016



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** Explain any **FOUR** of the following:
- a) Personal Accident Insurance
 - b) Burglary Insurance
 - c) Doctrine of Subrogation
 - d) Insurance interest in Fire Insurance
 - e) Mutual Insurance Companies
 - f) Re- Insurance
- Q.2** 'Insurance is a contract on speculation'? Explain with relation to life, fire and marine Insurance.
- Q.3** Define contract of Insurance and explain various types of Insurance.
- Q.4** Explain the features of Insurance Regulatory Authority Act, 2000.
- Q.5** Distinguish between an Assignment and Nomination in Life Insurance.
- Q.6** What is the meanings of 'Proximate Cause' in law of fire Insurance? Is theft committed during the confusion following an outbreak of fire is the insurer liable on fire policy to make good the loss by theft?
- Q.7** Define a contract of Marine Insurance. What are the essential features of such a contract?
- Q.8** What is a voyage policy? Does the deviation of a ship from the voyage contemplated affect the insurers liability?
- Q.9** Explain the concept of utmost good faith and insurable Interest under Insurance Law.
- Q.10** 'Motor vehicle insurance is a boon in today's heavy traffic for the innocent person walking on the road'. Comment.