PAPER ID-421599

Subject Code: KMBN201

Roll No: | | | | | | | | | | | | | |

MBA

(SEM II) THEORY EXAMINATION 2021-22

BUSINESS ENVIRONMENT & LEGAL ASPECTS OF BUSINESS

Time: 3 Hours ***Total Marks: 100***

Notes:

- *Attempt all Sections and Assume any missing data.*
- *Appropriate marks are allotted to each question, answer accordingly.*

SECTION-A	Attempt **All** of the following Questions in brief	Marks**(10X2=20)**	**CO**
Q1(a)	State different types of business organizations.		1
Q1(b)	Point out micro environmental factors.		1
Q1(c)	Mention different types of economic systems.		2
Q1(d)	State elements of LPG model in business environment.		2
Q1(e)	What is quasi contract?		3
Q1(f)	Mention the exceptions to the rule of no consideration, no contract.		3
Q1(g)	State different types of meetings in companies.		4
Q1(h)	What is MOA?		4
Q1(i)	Define digital signatures.		5
Q1(j)	Point out the duties of subscribers.		5

SECTION-B	Attempt **ANY ONE** of the following Case Analyses	**CO**
Q2(a)	In 2012, Jagannath Hirav and Baby Hirav booked a flat on the 16th floor of a luxury project named Lodha Dioro at New Cuffe Parade in Wadala, Mumbai. However, their Mumbai-based builder Lodha Crown Buildmart Private Limited did not deliver the flat as promised. Therefore, the couple filed a complaint against the builder under the Consumer Protection Act, 1986. They alleged that they had booked a 3 BHK flat on the 16th floor of the proposed building for a price of INR 45,68,432 and paid a sum of INR 4 lakhs separately for two parking spaces. In 2013, the Mumbai Metropolitan Region Development Authority (MMRDA) granted commencement certificate to the proposed building project for only ground-plus-12 floors and not 16 floors. According to the complaint, the builder demanded additional payment for the 16th floor despite MMDRA's non-permission to construct beyond 12 floors. In 2015, the builder cancelled the allotted flat of the couple due to the non-payment of extra charges. Consequently, the couple went to the Consumer Protection court and filed a complaint to seek refund of the deposited amount and compensation for the damages. In their complaint, they alleged that Lodha did not inform them on reduction in the number of floors and kept demanding a balance amount as per the agreement for a flat on the 16th floor. In this way, the builder misrepresented and suppressed the true and material facts in the registered agreement. In defence, the builder alleged that the couple were traders who had booked the flat only for reselling purposes, and therefore cannot be regarded as 'consumer' as per the Consumer Protection Act, 1986. The builder also offered to refund the deposited amount or offer a new flat in the same building (on the 11th floor). However, the couple refused the offer. Subsequently, it was revealed that the builder did not have the permission to build even beyond 8 floors due to height restriction by the Airports Authority of India (AAI). RESULT: The National Commission heard the complaint and keeping all the points in mind passed an order in favour of the homebuyer couple. It directed the builder to refund INR 40 lakhs	4

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	along with 9% interest per annum. It also held the directors of Lodha Crown Buildmart Private Limited, Ramandas Pandey and Pranav Goel, liable to pay the amount. **Questions: -** Marks **(2X15=30)** i) Why did the National Commission pass the order in favour of the home buyer? Explain in your own words the points in favour of the judgement. ii) Why did the National Commission dismiss the plea by the builder that the couple was not a 'consumer'?	
Q2(b)	The marketing department of the Coca-Cola develops core strategies for company brands to make sure that all communication is consistent in all the markets. With a combined effort, the Coca-Cola system attempts to maximize its resources for profitable growth and market leadership. The marketing departments are responsible for product's advertisement, marketing and promotion. If all these departments perform their duty effectively, then the objectives of the Coca-Cola Company will be met. Coca-Cola agreed to swap some brands and buy a 17 % stake in Monster Beverage Corp for about $2.15 billion, increasing its bet on the rapid growth of the energy drink market. Under the agreement the two companies will share their production, marketing and distribution. Marketing intermediaries aid the company in promoting, selling and distributing its goods to the end customers. Intermediaries encompass marketing agencies, distribution firms and resellers. For example, in a deal, Coke joined hands with a US- based company Wendy that it will provide coke to all the fast food chains located in the US. In this case, Wendy is an importance example of intermediary for coke. Suppliers offer raw materials and resources that are required by the firms to produce foods and services. For example, bottling partners is a company-owned entity, namely Hindustan Coca Cola Beverages Ltd. Suppliers always play a crucial role in the operations of every firm. Customers of coke differ massively in terms of age. From kids to youngsters, youngsters to elders and elders to older people, coke has always captured high customer attention for decades. For example, with the help of market survey, Coke finds that one million US population drinks coke with breakfast every single day. This is how coke has been favourite drink of customers for centuries. Recent survey shows that coke is the only product in the world of which more than 85% of the population is well aware. All companies have to keep updated study of their customers. In case of coke, the company has always maintained excellent customer retention. Coca-Cola's annual Stakeholder Panel is particularly insightful with members of the Panel drawn from NGOs., Academia, investors, trade associations, suppliers and other technical experts. The Panel's scope is to identify emerging risks and opportunities, and to encourage company demonstrate ever-greater leadership and innovation. Questions:- Marks **(2X15=30)** i) What are the micro business environment components of Coca-Cola as in the case mentioned above? ii) How has Coca-Cola maintained its customer base?	1

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**

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Q3(a)	Explain various internal factors to enterprise in present changing scenario.	1
Q3(b)	Illustrate the implications of Michael Porter's five forces analysis model in business.	1

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q4(a)	Describe various macro environment factors in Indian economy.		2
Q4(b)	Evaluate different factors affecting international business environment in our country.		2

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q5(a)	"An agreement enforceable by law is a contract." Discuss the definitions and bring out clearly the essentials of a valid contract.		3
Q5(b)	Explain essentials of Sales of Goods Act 130 and differentiate between sales and agreement to sell.		3

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q6(a)	Discuss different kinds of companies and steps in formation of a company.		4
Q6(b)	How directors are appointed in companies? Also discuss duties and liabilities of directors.		4

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q7(a)	Critically examine the role of Consumer protection councils in consumer grievance redressal in India.		5
Q7(b)	Evaluate contribution of E-Governance in development of modern India.		5