Printed Pag	ge:-	Subject Code:- AMBA0201 Roll. No:
	NOIDA INSTITUTE OF ENGINEERING	AND TECHNOLOGY, GREATER NOIDA
	(An Autonomous Institute A	ffiliated to AKTU, Lucknow)
		BA
		MINATION (2021 - 2022)
	·	at & Legal Aspects of Business
Time: 3	Hours	Max. Marks: 100
General In	structions:	
1. The que	estion paper comprises three sections, A, B, a	nd C. You are expected to answer them as directed.
2. Section	A - Question No- 1 is 1 marker & Question	No- 2 carries 2 marks each.
3. Section	B - Question No-3 is based on external choice	ce carrying 6 marks each.
4. Section	C - Questions No. 4-8 are within unit choice	questions carrying 10 marks each.
5. No shee	et should be left blank. Any written material a	after a blank sheet will not be evaluated/checked.
	SECTION	N A 20
1. Attempt	t all parts:-	
1	Tobacco advertising is now banned in virtu	ally all marketing communication forms in many 1
	countries around the world. This can be as a	an influence of : (CO1)
	(a) Technological environment	
	(b) Legal environment	
	(c) economics environment	
	(d) Ecological environment	
1	The process of collecting information about	the external marketing environment is (CO1) 1
	(a) environmental management	
	(b) Environmental scanning	
	(c) Marketing management	
	(d) Marketing research	
1-c.	WTO stands for (CO1)	1
	(a) World transport organisation	
	(b) World tariff organisation	
	(c) World trade organisation	

	(d) Women teachers organisation	
1-d.	From of the following , it is regarded as false that a SWOT Analysis is used for (CO2)	1
	(a) To build on the strengths of a business	
	(b) To minimize the weaknesses of a business	
	(c) To reduce opportunities available to a business	
	(d) To counteract threats to a business	
1-e.	Agreement is defined in sectionof the Indian Contract Act, 1872(CO3)	1
	(a) 2 (c)	
	(b) 2(e)	
	(c) 2 (g)	
	(d) 2 (i)	
1-f.	The contract Act comes into force (CO3)	1
	(a) 1972	
	(b) 1872	
	(c) 1890	
	(d) 1997	
1-g.	The time limit to get the information under RTI Act, 2005: (CO4)	1
	(a) 12 days	
	(b) 45 days	
	(c) 60 days	
	(d) 30 days	
1-h.	The type of company which require only one director: (CO4)	1
	(a) Public company	
	(b) Private company	
	(c) One Person company	
	(d) Small companies	
1-i.	Number of rights that consumer recognizes in Consumer Protection Act.(CO5)	1
	(a) 5	
	(b) 6	
	(c) 7	
	(d) 9	

1-j.	Age limit of Directors in case of private company is(CO5)	1
	(a) 55	
	(b) 60	
	(c) 65	
	(d) No Limit	
2. Attemp	t all parts:-	
2.a.	Define market intermediaries.(CO1)	2
2.b.	Explain Role of RBI in Economic Development.(CO2)	2
2.c.	Define contract.(CO3)	2
2.d.	Explain about Memorandum of Association.(CO4)	2
2.e.	Discuss the salient features of the Consumers Protection Act, 1986. (CO5)	2
	SECTION B 30	
3. Answer	any <u>five</u> of the following:-	
3-a.	Briefly explain PESTEL Analysis. (CO1)	6
3-b.	Briefly explain SWOT.(CO1)	6
3-c.	Explain these terms briefly: Liberalisation, Privatization & Globalisation (CO2)	6
3-d.	Discuss in detail about economic environment.(CO2)	6
3.e.	Distinguish between agreement and contract. Explain essential elements of a valid contracts.(CO3)	6
3.f.	Differentiate between Public and Private companies. Also explain what do you mean by perpetual existence of company? (CO4)	6
3.g.	Discuss the Role and functions of consumer protection councils. (CO5)	6
	SECTION C 50	
4. Answer	any one of the following:-	
4	Define business organization. Discuss the types of business organization.(CO1)	10
4	Briefly explain Porter's Five Forces model with example. (CO1)	10
5. Answer	any one of the following:-	
5-a.	Discuss role, importance and features of SEBI. (CO2)	10
5-b.	Discuss role importance and monetary policy of RBI. (CO2)	10
6. Answer	any one of the following:-	
6-a.	Explain guarantee, bailment and agency. And also discuss the essential features of	10

6-b.	All contracts are agreements, but all agreements are not contracts. What conditions have	10		
	been laid down in the Indian Contract Act for an agreement to become a contract? (CO3)			
7. Answer	any one of the following:-			
7-a.	Explain definition, characteristics and kinds of companies.(CO4)	10		
7-b.	Discuss about Directors appointment, power, duties and liabilities.(CO4)	10		
8. Answer any <u>one</u> of the following:-				
8-a.	Discuss Cyber Security Laws in brief. (CO5)	10		

10

Discuss the salient features of Information Technology Act,2000. (CO5)

guarantee? (CO3)

8-b.