

11 NOV 2024

**NATIONAL LAW UNIVERSITY, JODHPUR**

**End Term Examination - 2024**

**Semester III**

**Subject: Emerging Trends in Business Management**

**Time 3 Hours**

**Max. Marks 100**

*Instructions to students*

1. *The students shall comply with the examination protocol.*
2. *Students shall restrain from seeking clarifications.*
3. *All questions carry equal marks.*
4. *Students need to attend ANY FIVE questions only.*

Q1. Taking the scale of market entities and the molecular model into consideration, explain how it is difficult to distinguish certain goods and services.

20 Marks

Q2. How are you going to market a luxury watch? Formulate a marketing strategy for the above and list out the characteristics which make a luxury watch different from an otherwise branded watch.

20 Marks

Q3. Describe the main applications of artificial intelligence (AI) in finance.

20 Marks

Q4. "The need for making businesses more resilient, sustainable and equitable post-pandemic has importance of responsible investing more than ever." In light of this statement, elucidate the responsible investment strategies adopted by the businesses.

20 Marks

Q5. List out at-least five reasons behind expatriates high rate of failure. Suggest five measures so that preventive measures can be taken to avoid such failures.

20 Marks

Q6. Explain the rights and duties of agents towards their principal. What are the obligations of Principal towards their agents?

20 Marks

