

29 APR 2024

NATIONAL LAW UNIVERSITY, JODIIPUR
Re-Mid Term Examination – 2024
UG IV Semester
Subject: Business Environment

Time: 90 Minutes

Marks: 50

Instructions:

1. *Adhere to the examination rules.*
2. *Attempt all questions.*

Q.1). Detail out the political risks affecting the business environment.

(Marks 20)

Q.2). Write short notes on: -

- i) Product safety and Product liability
- ii) Marketing Intermediaries
- iii) Types of Competitors

(Marks 5+5+5 = 15)

Q.3). Explain the factors influencing consumer behaviour.

(Marks 15)



6 MAY 2024

NATIONAL LAW UNIVERSITY, JODHPUR

End Term Examination – 2024

UG IV Semester

Subject: Business Environment

Time: Three Hours

Marks: 100

Instructions:

1. *All questions carry equal marks.*
2. *Attempt any five questions.*

Q.1). Explain the life cycle stages of a consumer and list out the type of industry (ies) affected by them.

(Marks 20)

Q.2). List out the advantages and disadvantages of different types of advertising agencies.

(Marks 20)

Q.3). Detail out the social environmental factors.

(Marks 20)

Q.4). Expound the various modes of entry into international business.

(Marks 20)

Q.5). Examine the impact of foreign exchange fluctuations on businesses. Identify the various strategies adopted by the business firms to combat foreign exchange fluctuations.

(Marks 20)

Q.6). Examine the various environmental factors affecting electric car industry.

(Marks 20)

