

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. Explain the concept of mobile marketing by citing relevant examples. Is it a boon or a bane for the Indian consumers?

20 Marks

Q2. How different is an organized retailing from an unorganized retailing? Identify the challenges faced by the shoppers with respect to the above two forms of retailing:

20 Marks

Q3. Agricultural finance plays a prominent role in the promotion of agricultural sustainability, productivity augmentation, adoption of innovative technologies and so on. However, the farmers face many constraints in getting an access to agricultural finance. Identify the challenges faced by the farmers in getting an access to and utilization of the agricultural finance and the ways to address these challenges.

20 Marks

Q4. Expound the behavioral biases faced by the investors in their investment decision making process and provide the ways to overcome those behavioral biases.

20 Marks

Q5. How can destructive leaders create toxic workplaces? Explain. What can employees in an organization do to counter toxicity in workplace?

20 Marks

Q6. Is equity based crowdfunding legal or illegal in India? Suggest measures to regulate equity based crowdfunding?

20 Marks

