

225
1 SEP 2023

NATIONAL LAW UNIVERSITY, JODHPUR

End Term Examination 2023

UG III Semester

Emerging Trends in Business Management

Marks: 50

Time Limit: 90 Minutes

Instructions:

- i) Attempt all the questions.
- ii) Adhere to the examination rules.

Q.1). Describe the following behavioural biases and the ways to overcome them: - (i) Overconfidence bias (ii) Availability Bias (iii) Anchoring Bias (iv) Representativeness Bias (v) Loss Aversion Bias

(5*4=20 Marks)

Q.2). Answer the following questions:

- a) Differentiate between Bullying and Harassment.
- b) Write a descriptive note on Servant Leader Behaviour and their relevance to management studies.

(7.5+7.5=15 Marks)

Q.3). a) Write a note on medical tourism.

b) Explain the types of product hybridization.

(10+5=15 Marks)

