



Name:

Enrolment No:

UPES

End Semester Examination, May 2024

Course: Business and Digital Laws

Program: MBA DB

Course Code: DIGM8004

Semester: IV

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Explain the concept of contract law and provide an example of how it applies to business situations.	2	CO1
Q 2	Define promise.	2	CO1
Q 3	How does the concept of business laws ensure fair and ethical conduct within commercial transactions?	2	CO1
Q 4	Discuss the role of contracts law in resolving disputes between businesses and their clients or partners.	2	CO1
Q 5	Explain how compliance with IT laws enhances cybersecurity measures for businesses.	2	CO1
Q 6	Describe the legal requirements for forming a valid contract and explain the consequences of entering into an invalid contract.	2	CO1
Q 7	Define proposal.	2	CO1
Q 8	How does the intersection of business laws and IT laws impact e-commerce businesses?	2	CO1
Q 9	Define 'digital signature'.	2	CO1
Q 10	What do you mean by the term 'data'?	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	How do business ethics influence decision-making processes within organizations, and what strategies can companies implement to foster an ethical corporate culture?	5	CO2
Q 12	How does business law contribute to regulating the operations of businesses and companies within society, and what broader implications does this regulatory framework have on economic activity and social dynamics?	5	CO2
Q 13	How does the concept of acceptance contribute to the formation of legally binding contracts in business dealings, and what factors determine the validity and enforceability of acceptance in commercial transactions?	5	CO2

Q 14	How does the IT Act, 2000, regulate electronic commerce, and what legal obligations does it impose on businesses engaged in online transactions?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q 15	What are the essential elements required for a contract to be legally enforceable, and how does the absence or inadequacy of these elements impact the validity of business agreements?	10	CO2
Q 16	Business is a form of activity pursued primarily with the object of earning profit for the benefit of those on whose behalf the activity is conducted. Elaborate.	10	CO2
Q 17	How do the objectives provided in the Contract Act, 1932 align with the strategic goals of a business, and what strategies can businesses employ to effectively utilize contractual mechanisms to facilitate transactions, mitigate risks, and enhance commercial relationships?	10	CO2
SECTION-D 2Qx15M= 30 Marks			
Q 18	An e-commerce company operating in compliance with the IT Act, 2000, stores customer data on its servers to facilitate online transactions. However, a data breach occurs due to a cyberattack, resulting in the unauthorized access and theft of sensitive customer information, including personal and financial details. As a consequence, the company faces legal repercussions under the IT Act for failing to adequately protect customer data, potentially leading to hefty fines and damage to its reputation. What are the potential legal challenges and liabilities that businesses may face under the IT Act, 2000, regarding data protection and cybersecurity breaches, and how can companies proactively safeguard their operations and reputation in an increasingly digitized business environment?	15	CO3
Q 19	Imagine a scenario where a small business hires a marketing agency to promote its products through an online advertising campaign. The contract specifies the duration, scope, and budget for the campaign. However, the marketing agency fails to deliver the agreed-upon results within the stipulated timeframe, causing financial losses and reputational damage to the business. Discuss the legal remedies available to the business for the breach of contract by the marketing agency, considering factors such as damages, termination, and dispute resolution mechanisms.	15	CO3