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I Semester M.B.A. (Day And Evening) Degree Examination, April/May - 2026

MANAGEMENT

Business Planning and Regulations

(CBCS Scheme 2019 Onwards)

Paper : 1.3

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

**Time : 3 Hours** **Maximum Marks : 70**

## SECTION - A

**Answer any Five questions from the following. Each question carries 5 marks.**

**(5×5=25)**

1. Explain the interrelationship between Marketing Planning and Financial Planning in a start-up business model.
2. Critically examine the impact of the New Economic Policy (1991) on India's industrial structure.
3. Distinguish between Void, Voidable and Contingent Contracts with suitable business examples.
4. Discuss the legal significance of Memorandum of Association and Articles of Association under the Companies Act, 2013.
5. Explain the concept of Unfair Trade Practices under the Consumer Protection Act, 2019 with illustrations.
6. Outline the salient features of the Information Technology Act, 2000 and its relevance to e-commerce businesses.
7. Briefly discuss the importance of Carbon - Credit Accounting in achieving Sustainable Development goals.

## SECTION - B

**Answer any Three questions from the following. Each question carries 10 marks.**

**(3×10=30)**

8. Examine the essential elements of a valid contract under the Indian Contract Act. Discuss remedies available for breach of contract in commercial transactions.

**[P.T.O.**

9. You are advising a technology-driven start-up entering the renewable energy sector. Prepare a structured Business Plan highlighting strategic alignment between marketing, finance, HR, operations and regulatory compliance, Justify your assumptions with logical reasoning.

10. Discuss the powers, duties and liabilities of Directors under the Companies Act, 2013. How can corporate governance failures be legally addressed?

11. Critically evaluate Consumer Dispute Redressal Mechanism in India. Highlight procedural challenges.

## SECTION - C

**12. Compulsory Case Study** **(1×15=15)**

GreenTech Agro Pvt. Ltd., a Bengaluru-based agri-tech start-up, raised funds through a private placement. The company issued a prospectus projecting 40% annual growth based on anticipated government subsidies under "Make in India". However, due to policy changes and supply chain disruptions, the projections failed.

Meanwhile, A supplier field a suit alleging breach of contract due to delayed payment. A group of consumers filed complaints claiming misleading advertisements regarding pesticide-free produce. A minority shareholder alleged oppression and mismanagement by the Board of Directors. The company's website suffered a cyber breach exposing customer data.

**Questions:**

a) Identify and explain the legal issues involved under Indian Contract Act, Companies Act, 2013, CPA Consumer protection Act, 2019 and Information Technology Act.

b) Suggest a legally compliant strategic action plan for the company to manage these challenges.

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