JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

B.B.A-V Semester

COURSE CODE (CREDITS):24BB1HS511 (4) MAX. MARKS: 15

COURSE NAME: Legal Aspects of Business

COURSE INSTRUCTOR: TNS MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

Q.No	Question	CO	Marks
Q1	"Discuss why Intellectual Property Rights (IPR) are considered a game-changer for startups." In your answer, highlight how IPR helps in protecting innovation, building brand identity, attracting investors, and creating competitive advantage in both domestic and global markets.	CO[2]	4
Q2	Explain why Copyright protection is essential in the modern business environment. Discuss how it safeguards creative works, prevents digital piracy, and supports industries such as media, software, and education.	CO[3]	3
Q3	Discuss how the Consumer Protection Act was applied in the Nestlé Maggi case. In your answer, explain the role of consumer forums in ensuring product safety, the implications of misleading advertisements, and the responsibilities of multinational corporations toward consumers.	CO[4]	3
Q4	Explain the objectives of the Consumer Protection Act, 2019. Discuss the six consumer rights recognized under the Act and their significance in protecting consumer interests.	CO[3]	5