

MBA (Law)
English Sample Paper

Marks : 20

Part 1
Language Section

- A. Choose the correct word from each pair in the brackets to make a correct sentence: (10 marks)
1. He arrived before ____ (me, I)
 2. This is a secret between you and ____ (I, me)
 3. This should be settled between the lawyer and ____ (we, us)
 4. The judges could not come, but everyone is here except ____ (them, they)
 5. Your clothes, including your uniform ____ (is, are) in the cupboard.
 6. The taste of honey, sugar and chocolate ____ (were, was) too sweet.
 7. Joe, along with his brother ____ (run, runs) the family business.
 8. The teacher and her assistant, along with the principal, ____ (grade, grades) the final exams.
 9. Even though I burned my tongue, I can still taste ____ (well, good).
 10. This silk feels so nice and ____ (soft, softly).
- B. Choose the right verb form to make a correct sentence. (10 marks)
1. Have you ____ (drew, drawn) your pay yet?
 2. The water pipe ____ (burst, bursted) last week.
 3. I'm sorry but I have ____ (forgotten, forgot) his name.
 4. We ____ (did, done) it last week.
 5. My son ____ (grew, growed) a lot this year.
 6. He ____ (drank, drunk) his coffee.
 7. You have ____ (gone, went) and done it again!
 8. Just an hour ago, she ____ (laid, lay) down for a nap.
 9. Mrs Joshi has ____ (chosen, chose) not to go.
 10. Have you ever ____ (swam, swum) in the ocean?

Part II
Essay Section

Marks: 25

Write a 500- word essay on the following topic:

Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour. Therefore, marketing strategies related to consumer behaviour are made to beat cut throat competition in a global context. In modern times, prediction of consumer behaviour is much essential for prosperity of the business. Its prediction and strategy formulation is a challenge for the management of any business organization. Only those organizations which formulate and implement consumer oriented marketing strategies, can survive in a global competitive era.

The way Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behaviour of Indian consumers has changed dramatically. In the present situation, businesses ravaged by the Corona virus need to get back to their feet by adopting agile and practical ideas to market their products and services. What are your perspectives on the present consumer behaviour in India? What would you predict about consumerism dynamics in the current situation? What kinds of strategies should businesses in India adopt to adjust to the current unprecedented times?