**Business and Allied Law**

**September 2022 Examination**

**Q1. Social media influencers are emerging as strong alternate to mainstream advertising. Discuss what type of agreement will suit their engagement and outline important terms that need to be introduced.**

**Ans 1.**

**Introduction:**

The most influential influencers are up to date with the latest trends so that they can give companies what they require to stand out. With the world of social media rapidly changing it's crucial that influencers make use of the most popular influencer marketing trends swiftly to build their expertise and authority and make themselves more appealing to companies. In turn companies will need to take advantage of these trends in influencer marketing to grow their audiences to generate new leads and make

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**Q2. Consumers are attracted by the claims made by sellers. If a skin care product’s package has a claim “recommended by dermatologist worldwide”, can it be challenged by a consumer? If yes, support your answer with a latest case.**

**Ans 2.**

**Introduction**

A beautiful and attractive hairstyle and skin looks is the necessity of the day as both are element of our individuality. The importance of the precious thing hanging on our heads is cherished by all who lose it due to various reasons for hair loss. Hair care and maintenance is an everyday routine for a majority of people, and it's common to find people investing huge amounts of time and money into hair care. This has led to a massive industry offering a wide range of hair products to meet the demands. India is also experiencing an era of hair with markets overflowing with products that promise instant beauty of hair. Hair that is healthy appears clean and soft to touch and is shiny, clean, and free of knots. It has no frizz and appears lively when shaking the

**Q3. Imagine a top bureaucrat in External Affairs Ministry shared his opinion on India’s policy towards exporting wheat. He shared his opinion on his Twitter account while he is currently in Government service. His opinion included certain information about Government’s decision making process which is not available in public domain otherwise. Once his Twitter post caught media attention, he immediately deleted his post and the Ministry started an internal enquiry against him. But the exporters of wheat demanded to know more about what was exposed in his Twitter post.**

**a. Analyze whether Right to Information Act 2005 can be used to obtain more information**

**Ans 3b.**

**Introduction:**

An Act to establish out the rules for the implementation of rights to information for citizens in order to provide access to information under supervision of public authorities to ensure transparent and accountable work of any public authority and the establishment of the Central Information Commission and State Information Commissions as well as for issues that are

**b. Analyze whether the bureaucrat can seek protection under his “Right to Privacy”**

**Ans 3b.**

**Introduction**

**Phone tapping and Right to Privacy:** Phone tapping and right to privacy are impacted by technological advancements that relate to the person's personal correspondence, and, consequently, has been a topic of debate. In R.M. Malkani in R.M. Malkani v. State of Maharashtra [18The Supreme Court observed that the Court will not allow security measures to protect the individual to be compromised when police are allowed to operate with illegal or