**Business Law**

**April 2024 Examination**

**1. In the recent past, social media marketing has witnessed an enormous increase. This has given birth to a bandwagon of social media influencers, who spend hours creating content and doing various other activities such as endorsing, reviewing, or advertising a brand. A survey recently conducted showed that 92% of consumers believed that influencer marketing was an effective form of marketing. With the increase in the industry, various issues in this regard have also elevated. Explain whether the Consumer Protection Act 2019 covers advertisements by social media influencers and if yes, the situations when and all the advertisement by such social media influencer may be considered as misleading advertisement. (10 marks)**

**Ans 1.**

**Introduction**

In the dynamic landscape of modern marketing, social media influencers have emerged as pivotal figures. With the rapid growth of digital platforms, these influencers command significant influence over consumer choices, shaping trends and preferences. The surge in social media marketing has prompted a reevaluation of traditional advertising norms and regulations. One critical aspect of this evolution is the intersection of influencer marketing with legal frameworks, particularly the Consumer Protection Act 2019. This Act, a cornerstone in safeguarding consumer interests, potentially addresses the complexities introduced by social media influencers. As these influencers increasingly engage in

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**2. It was observed that a contract made by free consent and will of parties who are thus competent under the law to contract for a lawful consideration providing a lawful consideration and thus not expressly declared by any law or contract act to be void. Explain the concept of valid, void and voidable contract along with explaining the essentials of valid contract. (10 marks)**

**Ans 2.**

**Introduction**

A contract is a fundamental element in the realm of business law, representing a mutual agreement between two or more parties, legally binding them to fulfill specific obligations. The cornerstone of any contract lies in its validity, ensuring that all parties are equally protected under the law. A valid contract is one that meets all the legal requirements set forth in the contract law, encompassing elements such as free consent, competent parties, lawful consideration, and a lawful object. This discussion aims to delve into the intricate details of valid, void, and voidable contracts, each representing unique legal scenarios. While a valid

**3. Digital Personal Data Protection (DPDP) Bill 2023 is proposed to be passed by the Government of India. It is opined in public that Digital Personal Data Protection (DPDP) Bill 2023 would erode the right to information and weaken the accountability of public servants to citizens.**

**a) Examine how DPDP Bill 2023 might affect the genesis of the Right to Information Act. (5 marks)**

**Ans 3a.**

**Introduction**

The introduction of the Digital Personal Data Protection (DPDP) Bill 2023 in India marks a significant development in the country's data privacy landscape. This proposed legislation aims to regulate the handling and processing of personal data in the digital age. However, it has sparked debate concerning its potential impact on the Right to Information (RTI) Act, a pivotal law that empowers Indian citizens to access information from public authorities. This

**b) Explain the duties of a Public Information Officer under the Right to Information Act. (5 marks)**

**Ans 3b.**

**Introduction**

The Right to Information (RTI) Act, enacted in 2005 in India, represents a significant stride toward promoting transparency and accountability in public administration. At the heart of this act is the role of the Public Information Officer (PIO), who serves as a pivotal link between the information held by public authorities and the citizens seeking access to it.