

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (IB) (Sem.-1)
BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Subject Code : MBA-105-18

M.Code : 75406

Date of Examination : 16-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write in brief :

1. Directive Principles of State Policy.
2. NITI Aayog.
3. EXIM Policy.
4. Green Management
5. Trading Blocks.
6. Framework of Indian Economy.
7. Social Infrastructure.
8. Difference between Domestic Trade and Foreign Trade.

SECTION-B

UNIT-I

9. What are the various components of Business Environment? Explain in detail with the help of suitable examples.
10. What do you understand by Monetary Policy? What are the various instruments of credit control as envisaged by Monetary Policy?

UNIT-II

11. Attempt a brief review of the Consumer Protection Act. How far, in your view, has Consumer Protection Act in India contributed to the growth and development of consumerism in India?
12. What do you mean by Joint Sector? What is the need for joint sector when there are private and public sector to promote industries?

UNIT-III

13. Explain the main benefits of MNCs, which are there to Home country and Host country?
14. *“Companies which systematically analyze and diagnose the technological environment are more effective than those which don’t”*. Do you agree? In the light of the above statement, discuss how the technological developments affect the future of the business.

UNIT-IV

15. What are the major causes of unemployment in our nation? Discuss the measures taken by the Govt. to deal with the problem of unemployment in India.
16. What are the main features of Foreign Trade? Also discuss in brief the changing structure of India's, Foreign Trade.

SECTION-C

17. **Solve the following Case Study :**

Falguni Nayar, a former Managing Director at Kotak Mahindra Capital Company, founded Nykaa in 2012. The website was first launched around Diwali 2012 and was available commercially in 2013. It was launched as an E-Commerce portal curating a range of beauty and wellness products. The brand name Nykaa is derived from the Sanskrit word Nayaka, which means *“one in the spotlight”*. In 2015, the company expanded from online-only to an omni-channel model and began selling fashion products.

In October 2020, the company launched Nykaa Man, India's first multi-brand ecommerce store for men's grooming. The company expanded into fashion by launching Nykaa Design Studio, which was renamed to Nykaa Fashion. In 2020, Nykaa launched Nykaa PRO, a premium membership program that provides users special access to professional beauty products and offers via the Nykaa App. In Dec 2020, Nykaa Fashion launched its first store in Delhi, making the fashion business omni-channel.

Nykaa one of the rare companies which follow an Inventory based E-commerce model. It stores the stock of goods purchased directly from manufacturers. It has warehouses in Mumbai, New Delhi, Pune, Kolkata and Bangalore. Now, in addition to its primary E-Commerce business, it has an offline presence *via* 76 brick-and-mortar stores across the country. It claims to have over 2,00,000 products across 2,000 brands. As far as the Marketing Strategy of the Nykaa is concerned, it uses online advertising to promote their products. Nykaa collaborated with Femina to host the Nykaa.com Femina Beauty Awards' in 2015 and 2016. Nykaa also hosts beauty and fashion content via Nykaa TV, its YouTube channel. It contains informational videos about beauty, cosmetics, and styling. Some of its notable campaigns include Break The Hashtag (with Tapsee Pannu), What Makes You Beautiful (with acid attack survivor and activist Laxmi Aggarwal), Beauty in Her Story (in collaboration with Netflix), web series Cinderella, Khoj (a Mother's Day film), and Rakshak (a Raksha Bandhan special film).

Since 2018, it has been hosting an online community of beauty and fashion enthusiasts via its Nykaa Network. In 2020, it launched a web miniseries called The Beauty Bar. Nykaa also hosts Beauty Book, a beauty and fashion magazine.

It has three offline store formats called Nykaa Luxe, Nykaa On Trend and Nykaa beauty Kiosks. The Luxe format features international luxury beauty brands such as Huda Beauty, MAC, Dior, and Givenchy along with Nykaa Beauty, the in-house collection of beauty products. The Nykaa on Trend format has products curated by category basis their popularity. In India, Nykaa is the only retailer that sells international brands like e.l.f, Charlotte Tilbury, Tonymoly, Becca, Sigma, Limecrime, Dermalogica, and Murad. Very recently, it even came out with its IPO.

Questions:

- a) Which component of Business Environment contributed towards the success of Nykaa?
- b) What type of business model is being used by Nykaa?
- c) What type of marketing Strategy is being used by Nykaa?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.