

**NEP - Semester End Examination – October 2025**

Program:	<u>FYB.COM (MS)</u>	Course:	<u>Business Start Up Skills</u>
Program Code:	<u>UGMS02</u>	Course Code:	<u>NUMS105</u>

Duration: 1 Hour Max. Marks: 30

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	(a)	Analyse the following case study and answer the questions.	[05]	Course Outcome	Knowledge Level
		<p>Falguni Nayar's journey reflects courage and vision. After two decades at Kotak Mahindra Bank, where she became a Managing Director, she chose entrepreneurship at the age of 50. In 2012, she founded <b>Nykaa</b>, an online beauty and wellness platform, when India's beauty retail market was uneven and lacked access to authentic products. Unlike other e-commerce platforms, Nykaa adopted an <b>inventory-led model</b>, ensuring control over supply chains and providing genuine offerings. It also emphasized <b>customer education</b> through tutorials, reviews, and expert advice, creating trust in a market where beauty purchases were often stigmatized. Though suppliers were initially hesitant and challenges were many, Falguni's persistence led Nykaa to expand into offline stores, launch private labels, and diversify into fashion. In 2021, Nykaa's blockbuster IPO made Falguni Nayar India's first self-made female <b>billionaire</b>. Her story proves that <b>age and gender are no barriers</b> to success, inspiring women and entrepreneurs across the world.</p> <p><b>Questions:</b></p> <p>Q1. Who is Falguni Nayar, and what does her journey reflect?</p> <p>Q2. What career did Falguni Nayar leave to start Nykaa?</p> <p>Q3. Explain how Nykaa was different from other e-commerce platforms.</p> <p>Q4. Describe how Nykaa emphasized customer education.</p> <p>Q5. In your opinion, what key lessons can young entrepreneurs learn for Falguni Nayar's journey?</p>		CO4, CO5	L1-L4
	(b)	<p>Fill in the blanks with an appropriate answer from the alternatives given.</p> <p>I) An _____ gives the initial funding to a startup in exchange of equity ownership.</p>	[05]	CO2, CO3, CO5	L1

		a. angel investor	b. advice investor		
		c. able investor	d. automate investor		
II)	_____ is a digital payments company and is a leading player in India's fintech industry.				
	a. Paytm	b. Zomato			
	c. VLCC	d. Swiggy			
III)	Crowdfunding involves raising small amounts of money from a large pool of _____.				
	a. angel investors	b. venture capitalists			
	c. individuals	d. banks			
IV)	MUDRA stands for _____.				
	a. Micro Units Development and Refinance Agency	b. Maximum Units Development and Refinance Agency			
	c. Major Units Refinance Agency	d. Majority Units Refinance Agency			
V)	IoT stands for _____.				
	a. Identity of Things	b. Internet of Things			
	c. Interpretation of Things	d. Inception of Things			

Q. 2	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
(a)	Discuss the impact of start-ups on the Indian economy.		CO1	L2
OR				
(b)	Discuss the concept of women entrepreneurship. Explain the challenges faced by women entrepreneurs.		CO1	L2
Q. 3	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
(a)	Discuss the benefits and challenges of Industry 4.0.		CO5	L2
OR				
(b)	Discuss the concept of Industry 4.0. Explain its various technologies in detail.		CO5	L2