Question 1. Analyze the following issues and write your opinions on the same: (200 words each)

1. Impact of E-commerce and Omnichannel Retailing: Discuss the growth of e-commerce, omnichannel retail strategies, changing consumer behavior, and the integration of online and offline channels.
2. Digital Transformation and Industry 4.0: Examine the role of digital technologies in transforming industries, the Internet of Things (IoT), big data analytics, blockchain, and their implications for businesses.
3. Impact of Social Media and Influencer Marketing: Explore the influence of social media platforms, the rise of influencer marketing, and its impact on brand reputation and consumer behavior.
4. Future of Work: Discuss the impact of automation, artificial intelligence, and robotics on jobs, skills required for the future, and strategies to adapt to the changing work environment.
5. Start-up Ecosystem in India: Familiarity with the emerging start-up ecosystem in India, government initiatives, venture capital funding, angel investors, and key success stories.
6. Indian Retail Industry: Retail sector in India, organized vs. unorganized retail, e commerce trends, and challenges faced by the industry.

Answer 1.

Question 2. Research about the following topics in a structured manner and submit your answers in the format given below. You have been provided with three aspects per topic and you are required to come up with three more aspects (100 words per aspect).

1. Social security to Gig workers
	1. Scenario of Gig Economy in India
	2. Challenges of providing social security benefits to Gig workers
	3. Impact of social security to Gig workers
2. Sustainable Development and Green Initiatives
	1. Importance in fostering long-term economic growth
	2. Challenges with renewable energy sources
	3. Economic benefits and long-term scope
3. Fintech landscape in India
	1. Segments within Fintech
	2. Regulatory Framework
	3. Fintech vs traditional banks