

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

00935

**Term-End Examination
December, 2013**

**BRS-002 : BUSINESS ECONOMY AND INDIAN
RETAIL ENVIRONMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. How is retail a growing sector in the Indian business economy ? 20
2. In what sense is retailer a link between the producer and the consumer ? 20
3. "Retailer provides a convenience of consumption size, timing, location and information." Explain. 20
4. Enumerate the traits of a successful retailer. 20
5. Compare a convenience store with a shopping mall. What differences do you find ? 20

6. In what ways does the population composition, household structure and income levels affect the retailing activity ? 20
7. Take an example to describe the promotional strategies put to use by any of the retail giants in the world. 20
8. (a) How can a retailer sense opportunities for itself ? 10
- (b) "Technology becomes a big challenge for small retailers". Discuss. 10
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