

00608

MASTER OF BUSINESS  
ADMINISTRATION (RETAIL SERVICES)  
(MBARS)

Term-End Examination  
December, 2012

MRS-002 : RETAIL BUSINESS ENVIRONMENT

Time : 3 hours

Maximum Marks : 100

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

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1. Explain the meaning and nature of Business Environment and factors that influence on the business.
2. Discuss in brief the various elements of business environment.
3. Liberalisation has greatly impacted the growth of economy. Discuss the key issues and how it has impacted the growth with examples.
4. Explain the meaning and importance of retail business environment and how Government policies can influence them.

5. Explain the meaning of Risk Analysis, its scope and factors that impact risk analysis.
  6. What are the risk in retail business and how can FDI aid the retail business.
  7. Discuss the role of World Bank, IMF and WTO in India's foreign trade policies.
  8. Explain the role of the Government in controlling risk in retail business and factors to be monitored.
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