

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

00815 **Term-End Examination**
December, 2014

**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. Explain how organised retail evolved in India. How has it impacted consumer buying and the Indian economy ? 20
2. Explain Indian Retail Sector and its appeal to foreign retailing firms. 20
3. What are the impacts of globalisation and liberalisation on business and industry ? 20
4. (a) What are the different types of retail formats operating in India ? 10
(b) What are the different types of retail ownership ? 10

5. Introduce some of the world's largest and most famous retail stores and chains. 20
6. Explain GDP and GNP, and different approaches to measure the economy. 20
7. What do you understand by retail ? What are the factors important for a successful retailer ? 20
8. Write notes on any **four** of the following : 4×5=20
- (a) Specialist Store
 - (b) Hypermarket
 - (c) FDI
 - (d) Chain Store
 - (e) Point of Sale
 - (f) Channel Sales
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