

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

Term-End Examination

00825

December, 2014

**BRS-023 : RETAIL ECONOMICS AND
SPACE PRODUCTIVITY**

Time : 3 hours

Maximum Marks : 100

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

1. "Taxation plays a very important role in the economy of the society." Discuss this statement. 20
2. Discuss the various cost elements taken into consideration while starting a retail business. 20
3. Discuss the importance of shelf planning while selecting a retail store. 20
4. Discuss retail advertising and briefly discuss its fundamentals. 20

5. A retailer has a sales of ₹ 5,00,000, variable cost ₹ 3,00,000 and fixed cost ₹ 1,00,000. Calculate the contribution from the business and break-even point if sales has increased by ₹ 5,000, variable cost by ₹ 4,000 and fixed cost by ₹ 3,000. 20
6. Discuss the planning process done by enablers while entering into a retail business. 20
7. Retail pricing is a crucial factor in retail business. Discuss this statement with the help of an example. 20
8. Write short notes on the following : 10+10=20
- (a) Variable cost
 - (b) Need for depreciation
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