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

**Term-End Examination**

**December, 2015**

**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 different retail formats in retailing. As a retailer what in your opinion will best suit Indian retail as on date and why ? 20
2. As per your views what are the major difference between the retail environment of developed economies with Indian market ? 20
3. What do you understand by consumerism ? How will it affect the Indian Retail Environment ? 12+8=20
4. Give the overview of Indian Retail Industry with opportunities and challenges. 10+10=20
5. Give examples of non-store based retailing. Discuss their importance and future in Indian Retailing. 15+5=20

6. Organized and unorganized retailing in India can they co-exists ? Comment on the above with suitable example in support. 20
7. Give the current legal environment of retailing in India with its advantages and disadvantages. 12+8=20
8. Explain the Indian consumer behaviour and their profile. 20
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