

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

Term-End Examination

June, 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. What do you understand by GDP ? How does it reflects the business economy ? 20
2. Describe the functions of Retailing. 20
3. How would you classify the retail formats ? 20
4. How have the country's socio-economic changes resulted in the growth of organized retail formats in India ? 20
5. What are reasons for the slow growth of organized retail trade in India ? 20

6. Present a brief overview of the international retail scene. 20
7. How do the retail giants excel over their competitors ? 20
8. (a) Outline the opportunities that are there for the international retail players in India. 10
- (b) Why is retail, in the near future, turning into a big challenge for the Indian retailers ? 10
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