

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

**Term-End Examination**

**June, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note :*

- *Attempt any five questions.*
- *Each question carries 20 marks.*

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1. Explain the different components of P and L Statement of a retailer. Describe few advantages of preparing income statement ? 20
2. Why it is essential for a retailer to understand the tax and regulatory framework before entering into the retail business ? Also illustrate the impact of taxation on economy and society. 20
3. (a) Describe the limitations of retail margins. 20  
(b) How does GMROI contribute to retail efficiency ?
4. (a) What do you understand by manpower cost ? 20  
(b) Explain the various objectives of manpower planning.

5. An apparel retailer is doing business since past seven years. For last year it had net assets of ₹ 9,50,000, and a net worth of ₹ 3,25,000, total assets of ₹ 7,50,000, and a net worth of ₹ 3,50,000. Calculate the following : 20
- (a) Net profit margin, asset turnover and return on assets
  - (b) Financial leverage and return on net worth
  - (c) How do you evaluate the performance of this retailer ?
6. What do you understand by the term retail planogram ? Why do planograms differ from store to store ? 20
7. "Setting the retail price of merchandise is a complicated, but the most important aspects of managerial decision making". Explain. 20
8. Write short notes on *any four* : 4x5=20
- (a) Difference between variable cost and fixed cost to a retailer
  - (b) Need for providing depreciation
  - (c) Impact of luxury tax on retail
  - (d) Techniques of trade promotion
  - (e) Opportunity Costs
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