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

**Term-End Examination**

**December, 2011**

**BRS-002 : BUSINESS ECONOMY AND INDIAN  
RETAIL ENVIRONMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is GDP ? Explain in detail segment wise breakup of the sectors contributing to it. 20
  2. Explain how Indian business economy has offered conducive environment to the retail industry ? Illustrate with examples. 20
  3. How consumption profile of Indian consumers influenced the retail industry in India ? Explain with illustrations. 20
  4. Explain functions of Retailing towards manufacturers and consumers. 20

5. Describe, with examples, the traditional retail formats in India. Explain briefly how they are different from organised retail formats. 20
  6. Present a description of the emergence of organized retail format in India. Explain briefly organised retail formats. 20
  7. How do you differentiate the Indian retail industry with the international retail scene ? Describe briefly Indian retailing in 2020s. 20
  8. Write a detailed note on the challenges present before the organised Indian Retail industry and its impact on traditional retailing. 20
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