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**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

Term-End Examination

June, 2011

MRS-002 : RETAIL BUSINESS ENVIRONMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. Each question carries equal marks.

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1. Write a detailed note on the major trends in the retail environment of India. 20
 2. "Organized retail industry is still in the infant stage in India" - Discuss the role of global retailers in this context. 20
 3. Discuss the impact of Economic, social factors and Technology on retail environment of India. 20
 4. Discuss in detail the impact of natural products (Agri-Based) in a retail business. 20
 5. Write a note on the factors that impact a selection of a location for a retail mall. 20

6. List and discuss various factors considered while interior of a super mall in a vertically grown super mall. 20
 7. List various situations that need to be considered by a retailer in minimizing opportunity cost. 20
 8. List and explain the factors that lead to risk in a retail activity. 20
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