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

Term-End Examination

June, 2012

**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. "Consumer money spent on retail drives the economy." Explain with examples. 20
2. Explain the term 'retail' and discuss the categories and activities of retailers. 20
3. What are retail formats ? Describe the formats present in urban and rural India. 20
4. Discuss the essential factors required for the growth of organized retail trade in India. 20
5. Describe organised and unorganised retail. Draw a comparison between organized and unorganized retail industry in India. 20

6. Describe the key success factors of any two retailers operating on the international scene. 20
 7. What opportunities are present for the international retailers in India ? Explain the impact of international retailing on Indian markets. 20
 8. Describe growth and expansion of modern retailing in India. Examine the challenges being faced by the traditional retail stores in this context in India. 20
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