

00917

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

**Term-End Examination
June, 2013**

MRS-002 : RETAIL BUSINESS ENVIRONMENT

Time : 3 hours

Maximum Marks : 100

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

1. What are the Elements of Business Environment ? How do they influence the business ?
2. Discuss the impact of Qualitative and Quantitative aspects of demographic Environment on global business.
3. Discuss the impact of FDI in retail and how important it is to the Economy of a country.
4. Discuss the monetary policy of India and how it can impact retail business.

5. Emphasise the importance of capital market, instruments and its functions.
 6. Write an Essay on Indias Foreign Policy and its importance to business Environment.
 7. Track the Evolution of Retailing in India and impact of Modern Retailing on the traditional retail format.
 8. Discuss the merits of Modern retailing compared to traditional retailing.
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