

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

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Term-End Examination

June, 2014

**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. (a) What are the economic factors affecting business environment ? 10x2=20
(b) What do you understand by GDP ? How it is calculated ? And its benefits ?
2. Define and explain business system and business environment. How they are inter-related ? 20
3. What are the main economic objectives of the business ? What you understand by business ethics ? 15+5=20
4. How organized retailing evolved in India ? What are its impacts on consumer buying behaviour ? 20
5. What are different types of retailing formats operating in India ? Give suitable example of each format. 20

6. Explain Retailing in India and its opportunities and challenges ahead. 20
7. How the entry of Wal Mart into India effects the retailing Indian environment ? 20
8. Write notes on **any four** : 5x4=20
- (a) Channel Sales
 - (b) Wholesale
 - (c) CNF
 - (d) Distribution
 - (e) Catchment Study
 - (f) Gross National Product
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