

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

**Term-End Examination**

**June, 2014**

**BRS-023 : RETAIL ECONOMICS AND SPACE  
PRODUCTIVITY**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Discuss the impact of taxation on retail business. 20  
Is it necessary to impose taxes under the competitive environment ? Comment.
2. How is P and L statement deconstructed by a retailer ? Why is it required ? 20
3. What do you mean by appreciation and depreciation of interest and its impact on retail business ? 20
4. What promotion techniques will be used by retailers in domestic market and foreign market ? 20
5. A retailer has a sales of Rs. 2,00,000 variable cost 1,00,000, fixed cost 50,000. Calculate contribution from the business and break even point if sales has increased to 10,000 and variable cost by 5,000. 20

6. Discuss the important pricing methods taken into consideration by retailers. 20
7. Discuss the various techniques of trade promotion. How they are important for sectoral growth? 20
8. Write short notes on the following : 10+10
- (a) Energy
  - (b) Opportunity Cost
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