

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

Term-End Examination

June, 2015

00231

**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. What do you understand by multi-channel retailing ? Explain their advantages and disadvantages with suitable examples. 5+15=20

2. Do a complete SWOT analysis of Indian retailing environment. Give suitable examples wherever applicable. 20

3. What do you understand by retailing ? Describe the different functions and characteristics of retailing. 7+13=20

4. With the help of Porter's five forces model, define competitive environment of Indian retail environment. 20

5. Discuss the major hindrance ahead for retailers in India. What can be the possible solutions ?

10+10=20

6. Compare the Indian business economy with the world economy from a retailer's point of view. *20*

7. Give an insight of the Indian legal retail environment. What do you understand by retail ethics ?

10+10=20

8. "Foreign Direct Investment (FDI) in retail" — comment on its positives and negatives with reference to the Indian market and existing government policies.

10+10=20
