

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

Term-End Examination

00221

June, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. Describe the different components of P and L statement of a retailer. Discuss the advantages of preparing Income statement. 20
2. (a) Explain how GMROI contributes to retail efficiency.
(b) Discuss the limitations of retail margins. 10+10
3. "Setting the retail price of merchandise is a complicated, but the most important aspect of managerial decision-making." Explain. 20

4. (a) What is a contribution margin for a retailer ? How is it different from the net income of a retailer ?
- (b) An asset such as an air-conditioning plant is purchased for ₹ 30 Lacs and depreciation is at 10% per annum. Calculate 'Written Down Value' of the depreciation. 10+10
5. (a) What is manpower planning in retail ? Explain the importance of manpower planning in a retail organization.
- (b) Discuss the process of manpower planning in a retail organization. 10+10
6. Discuss what promotion techniques would be used by retailers in domestic markets and in foreign markets. 20
7. (a) Discuss the steps to improve the retail sales.
- (b) Elucidate the objectives of advertising. 10+10
8. Write short notes on the following : 4×5=20
- (a) Impact of luxury tax on retail business
- (b) Techniques of trade promotion
- (c) Retail Planogram
- (d) Pricing strategy of a retailer
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