

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

Term-End Examination

June, 2015

00201

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 various internal and external factors which impact retail business environment in India ? 20
2. Discuss the role of economic liberalisation on retail business. Discuss in detail. 20
3. What is the impact of new industrial policy on retail business environment ? 20
4. What are the features of EXIM policy of India that contribute to the growth of retailing in India ? 20
5. What are the various components of Capital Markets ? Explain each one in detail. 20

6. What is the role of Government in the growth of FDI in India ? What are the policies required in this context ? 20
 7. "Technology is one of the key enablers of business growth." Discuss in the context of Indian retail business. 20
 8. What is organised retailing ? What are the different retail formats ? Discuss with suitable examples. 20
-