

00152

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

**Term-End Examination  
December, 2010**

**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. Explain the changes in the Indian business economy contributed for the growth of retailing after liberalization. 20
2. Discuss the evolution of retailing and the factors contributed for the emergence of organized retailing in India. 20
3. Explain different retail formats and their status in India. 20
4. "Retailing in India is different from other parts of the world" analyze the statement critically. 20

5. Discuss the key players in Indian organized retailing. 20
  6. What are the challenges for organized retailing in India ? What solutions you would offer ? 20
  7. Who are the key players in the International retailing scenario ? 20
  8. What are the different types of retail location options available to Indian retailers ? 20
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