

00612

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

Term-End Examination

December, 2010

MRS-002 : RETAIL BUSINESS ENVIRONMENT

Time : 3 hours

Maximum Marks : 100

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

1. What is retailing ? What are its functions ? 20
Discuss in detail various retail formats ?
2. How globalization has contributed to the 20
changing trends in the Indian retail industry ?
3. Write a detailed note on the impact of 20
demographic factors on retail business
environment.
4. Discuss the impact of Social and Technological 20
changes on retail environment in India.
5. What are the strategies a retailer should plan 20
during economic recession ? Discuss with
appropriate examples.

6. What are the issues and problems of legality on Retail business in India ? Discuss. 20
 7. How do a retailer plan for minimizing the risk associated with his business ? Explain with suitable examples. 20
 8. Discuss in detail the impact of natural products (Agri-Based) in a retail business. 20
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