

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

**Term-End Examination  
June, 2011**

**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. "Economic reforms brought in revolutionary changes in the Indian business environment" comment. **20**
2. Elaborate the contribution of societal factors for emergence of organized retailing in India. **20**
3. What are the suitable retail formats for food and grocery items ? Why ? **20**
4. How retailing in India is attractive to International retail players ? Explain. **20**

5. What are the problems faced by small retailers due to the emergence of organized retailing ? 20
6. "Future is very attractive for Indian organized retailing" Explain. 20
7. How Walmart emerged as retail giant in International retailing ? 20
8. (a) What is the role of location in retailing ? 10  
(b) What is the criterion for selection of store location ? 10
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