

**PGDM(RM), 2015-17**  
**Retail Economics**  
**RM-601**

**Trimester – VI, End-Term Examination: February 2017**

Time allowed: 2 Hrs 30 Min  
Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		<b>Total Marks</b>	<b>50</b>

**Section: A**

1. How technological disruption has impacted brick and mortar retailing in India?
2. What are the key features of APMC act which impacts retailing?
3. If middle class income increases which retail sectors will see rise in demand?
4. Will curbing black economy lead to increase in retail demand?
5. How implementation of GST will impact retail sector?

**Section: B**

1. It is said that in India organized retailing came a decade late and so it has become an unviable sector. What is your view on this?
2. Indian retail sector supply chain is very fragmented. Please innumerate likely causes of the same?
3. Why none of the rural retailing company has become scalable in India? What may be the probable causes and likely solutions of the same?

**Section: C**

*(both case lets are compulsory)*

1. You are a strategy analyst in an Indian ethnic women brand and you have been given the responsibility of charting out the probable growth drivers. Please write a short report of 500 words, describing the growth drivers and conclusion.
2. If in the future virtual reality becomes marketable what may be its impact on retailing and consumer behavior. Explain in 500 words