



SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

UNIT TEST – 1 (September 2020)

School: School of Retail management

Program: BBA Retail Management

Course Name: Rural Retailing

Course Code: RETL503 Sem: V

Duration: 1 Hr.

Total Marks: 30

Instructions for Students:

1. ALL questions are compulsory
2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date
3. Upload your answers on Google Classroom well before time
4. Submissions later than the time mentioned will not be accepted.
5. Figures to the RIGHT indicate the marks

Q 1. What are the Challenges of Rural retailing in Indian Rural Market? **(10 Marks)**

Q 2. What are the Opportunities in Indian Rural Market? **(10 Marks)**

Q 3. Explain the Objectives and Functioning of Godrej Aadhar. **(10 Marks)**

Note: All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date