**Introduction to Retail**

**June 2022 Examination**

**Q1. “Developing a sustainable development goal is a pre-requisite in today's era of the business". Considering this fact, explain what are the determinants of intensity of competition one should take into consideration to build a sustainable competitive advantage?? (10 Marks)**

**Introduction**

Groups and groups are individual achievements and goals the sustainable commercial enterprise ambitions through handling the sustainability and scaling the excellent services call for defined inside the section underneath. The demand for sustainable business increases because it enables expansion of eco-friendly business interventions to manage the services demand and business rules. Similarly, the fight towards business inequality, tackling weather changes, and business justice are handled by way of this enterprise that enables manipulation of the enterprise goals and

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**Q2. "In the world of competition, the company focuses on generating profits by ensuring it must be profitable'. Considering the circumstances, bring about the growth strategies that retailers adopt?? (10 Marks)**

**Introduction**

Further, business advertising enables managing successful business changes by adding the connecting advertising insights and constructing the strong business values that help provide the communication and amusement of the business plans and its improvement in competitive conditions. Furthermore, enterprise marketing and its numerous challenges assist trade the business performances by dealing with the business's external and inner components and including the change's values by initializing the preparations. However, advertising and

**3. The retailing business in India is ever green and ever growing, however to ensure it reaches new heights and appropriateness, there is always need for innovation and initiative that will help retail business to scale new levels.**

**a. From the standpoint of growing business in the retail market, there is always requirement of new investment in form of funds. FDI (Foreign direct investment) plays**

**a crucial role. Considering the aspect of retail, identify the role of FDI in the retail sector? (5 Marks)**

**Introduction**

The services help analyze the contribution of retail business and increase the adjustments to initialize stakeholders' values. Furthermore, the overseas and home values help develop the business interest via changing the profitable business and adjustments. Business investments in

**b. "In the business domain, there is one industry which is irreplaceable and is called as retailing", Considering the fact, identify the different challenges faced by the retailing companies and business?? (5 Marks)**

**Introduction**

In addition, the business branding and requirements assist manage the retail business marketing service adjustments via separating the business modifications. But, the obstacle to business and improvement of the retail changes allow government enterprise approval offerings to manage.