

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

December, 2013

**BHY-041 : FOOD AND BEVERAGE RETAIL
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *All questions carry equal marks.*
(ii) *Attempt any five questions.*
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1. Define service quality. Explain the SERVQUAL model of service quality with relevant examples. 10+10=20
2. Classify retail store based on location. Explain the advantages and disadvantages of each type. 10+10=20
3. With the help of neat illustrations, describe various store layouts in retail outlets. 20
4. Write an essay on in - store retailing. 20
5. Explain the legal and financial aspects of franchising in food and beverage sector. 20
6. Discuss the role of electronic channel in retailing. 20
7. Explain the relevance of ' atmospherics' in retail store design. 20

8. Write detailed note on : **10+10=20**
(a) Special apparel stores
(b) Customer life time value
9. Explain channel conflicts and resolution in supply chain management. **20**
10. Write notes on : **10+10=20**
(a) Ready to eat foods.
(b) Targeting and segmentation in retailing.
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