

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

00241

December, 2014

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

Time : 3 hours

Maximum Marks : 100

*Note : Answer any **five** questions. All questions carry equal marks.*

1. What are the reasons for study of Retail Management ? 20
2. "Ready to eat market" — Is India ready for it ? Explain with example. 20
3. What are the different benefits offered by various electronic channels ? 20
4. Discuss with examples various factors affecting the demand for a region/attractive retail site. 20
5. Write short notes on any **four** of the following : 4×5=20
 - (a) Free standing sites
 - (b) Special apparel store
 - (c) Optical boutique
 - (d) Shopping centres
 - (e) Grocery store

6. What are the pros and cons of domestic restaurant franchise ? 20
 7. "Store layout effects the operational standards." Discuss with examples. 20
 8. Write down the financial aspects of domestic franchise, if the franchise fails to comply with company standards (SOPs). 20
 9. Cite the reason for failure of an F&B Retail outlet in regards to its outlet/store location. 20
 10. Write detailed notes on any *two* of the following :
2×10=20
 - (a) Bar-Coding
 - (b) RFID
 - (c) Electronic Payment Systems
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