

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

- Note :**
- (i) Attempt *any five* questions.
 - (ii) All questions carry *equal* marks.

1. Explain Retail Market Strategy. How it helps in improving the sale ? **20**
2. Explain the points which are kept in mind while selecting the food retail locations. **20**
3. Explain **any two** : **10+10**
 - (a) Shopping malls
 - (b) Location and Retail strategy department store
 - (c) Special apparel stores
 - (d) Optical boutique
4. Technology plays a vital role in distribution network. Explain with examples. **20**
5. Explain corporate retail chain and multi channel retailing. **20**

6. In modern days Franchising has become the need of the day. Explain in detail with its advantages and dis-advantages. 20
 7. Merchandise presentation helps in improving the sale. Explain in detail with its techniques. 20
 8. Explain in detail various factors influencing the location decision of a retail store. 20
 9. Explain the strategic retail planning process and its advantages. 20
 10. Draw the various non-store retail formats and give its brief description. 20
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