

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Define supply chain management. Explain the concepts and significance of supply chain management in food and beverage retail. **10+10=20**
2. Explain various merchandise presentation techniques used in retailing. **20**
3. Explain the relevance of customer relationship management in ensuring customer satisfaction and customer relation. **20**
4. Discuss various factors influencing the location decision of a retail store. **20**
5. Explain the various non-store retail formats. **20**

6. Discuss the role of technology in food and beverage retail. 20
 7. Explain the economic significance and opportunities in food and beverage retailing in India. 20
 8. Define franchising. Explain the Pros and Cons of franchising for a franchisor and a franchisee. $10+10=20$
 9. Write detailed note on : $10+10=20$
 - (a) Special apparel store
 - (b) Customer life time value
 10. Explain the strategic retail planning process and its benefits. 20
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