

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. (a) What is retailing and retail market strategy ? 10+10
(b) Write about opportunities in retailing.

2. Discuss steps involved in strategic and retail planning process. 20

3. Explain the concept of supply chain management. Also discuss its significance and components. 20

4. Explain the role of technology in supply chain management. 20

5. What do you understand by the term 'Franchising' ? Discuss its pros and cons in relation to Restaurant Franchising. 20

6. Explain briefly different types of retail locations. 20

7. What are the important points to be considered while finalising a store layout ? Explain with an illustration of grocery store. 20
8. Write short notes on (any two) : 10x2=20
- (a) Service GAPS model
 - (b) Merchandise presentation techniques
 - (c) 'Atmospherics' in retail design store
9. Discuss the legal and financial aspects of franchising. 20
10. Describe pros and cons of franchising with suitable examples. 20
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