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**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

June, 2018

**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. Discuss economic significance and opportunities in retailing. 20
2. Explain retail market strategy. Also discuss in brief target market retail format. 20
3. Explain the term supply chain management. Discuss its importance in Food and Beverage Retail Management. 20
4. Discuss the importance of ready to eat market in Retail Management. 20
5. What are the various site locations available for Food and Beverage Retail Management. Discuss their pros and cons. 20

6. Explain 'Agreements and Legal Documents' in relation to franchising. 20
7. Write notes on : 10x2=20
(a) Corporate retail chain.
(b) Bar Coding.
8. Explain the points to be considered while designing a cafe lounge. Elaborate by giving examples. 20
9. Discuss the points to be considered for channel selection and Management. How a channel conflict can be resolved ? 20
10. Explain in brief : 10x2=20
(a) GAP's model for improving retail service quality.
(b) Steps in strategic and retail planning process.
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