

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

00524 **Term-End Examination**

June, 2019

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

Time : 3 hours

Maximum Marks : 100

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

1. What is the need of Store Management. Discuss the types and salient features of store management. 20

2. Write notes on the following : 2×10=20
 - (a) Ready-to-eat Market
 - (b) Corporate Retail Chain

3. Explain the steps in strategic and retail planning process with the help of suitable examples. 20

4. What do you understand by restaurant franchising ? Discuss the pros and cons of restaurant franchising. 20
5. Write notes on the following : 4×5=20
- (a) Shopping Malls
 - (b) City or Town Locations
 - (c) Special Apparel Stores
 - (d) Grocery Stores
6. Discuss the concepts and components of supply chain management. 20
7. Write the legal formalities to be completed to start a franchise — both international and domestic. 20
8. Write notes on the following : 2×10=20
- (a) Service GAPS model for improving retail service quality
 - (b) Factors affecting attractiveness of a site
9. Explain the role of information technology in supply chain management distribution. 20
10. Write a detailed note on the economic significance and opportunities available in retailing. 20
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