

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 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 with examples the strategic planning process in retail sector. **20**
2. How will Foreign Direct Investment improve retail market ? **20**
3. 'Ready to eat market' is very large. Explain with the help of various types of retailers in food segment. **20**
4. Display windows help in increasing the sale. Explain with examples. **20**
5. Explain any two : **10+10**
 - (a) Shopping centres
 - (b) City or town locations
 - (c) Free standing sites
 - (d) Grocery store

6. Explain various technologies used in distribution network. 20
 7. Explain the points which are kept in mind while selecting the distribution channels. 20
 8. Explain in brief the agreements and legal documents to be signed for Restaurant Franchising. 20
 9. Discuss the role of technology in 'ready to eat' market. 20
 10. Explain the merchandise techniques in food business. 20
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