

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Explain in brief (any four) : 4x5=20
 - (a) Retailing
 - (b) Retail Market Strategy
 - (c) Ready to eat market
 - (d) Multichannel retailing
 - (e) Bar-coding

2. Discuss the importance of site location factor in business for different types of retail stores. Illustrate with examples. 20

3. Discuss the benefits offered by electronic channel in retailing. 20

4. Draw various store layouts for retail outlets and explain your drawings. 20

5. Explain in detail : 10x2=20
- (a) Agreement and Legal documents in franchising
 - (b) International Franchising
6. What do you understand by franchising ? Discuss its advantages and disadvantages. 20
7. Explain channel management with special emphasis on channel conflicts and resolution in supply chain management. 20
8. Explain : 20
- (a) Special Apparel Stores
 - (b) Optical Boutiques
9. Explain the role of technology in distribution in supply chain management. 20
10. Write note on presentation techniques in store management. 20
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