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**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

December, 2017

**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. 'Do you agree with the statement that retail stores will boom Indian Economy'? Comment with examples. 20
2. 'Single store establishments have different types of retail formats'. Explain. 20
3. 'Supply chain management plays a vital role in the retail sectors'. Explain with concepts and components. 20
4. Give the advantages and disadvantages of franchising in retail sector. 20
5. Explain in detail the agreements and legal documents required to start a franchise. 20

6. Explain the following in brief : 10+10
(a) Food Court
(b) Restaurant Franchising
7. Explain the following in brief : 10+10
(a) Steps in strategic and retail planning process
(b) Benefits offered by electronic channel
8. Explain (any four) : 5x4=20
(a) Shopping centres
(b) Shopping malls
(c) Optical boutique
(d) Grocery store
(e) Category specialists
9. "Single brand retail outlet stores' layout follows a definite structure". Explain with examples. 20
10. How location factors affect the demand for a region and attractiveness of a site for retail stores. 20
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