

00114

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

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

1. "In the present economic condition do economic opportunities exist in retail sector". Discuss with examples. 20

2. Mention different types of retail formats used in single store establishments. 20

3. Retail various steps in strategic and retail planning process. 20

4. What is Supply Chain Management ? Discuss in detail various concepts and components ? 10+10=20

5. What are the pros and cons of International franchising ? 20

6. Write a note on **any four** : 4x5=20
- (a) Free Standing Sites
 - (b) Quick Service Restaurants
 - (c) Kiosks
 - (d) Shopping Centres
 - (e) Food Court
7. "Can layout of the store follow a definite structure for all retail outlets of single brand ". Discuss with examples. 20
8. Write down the agreements and legal documents required to start a franchise. 20
9. Cite the reasons for failure of an F and B retail outlet in regards to health and hygiene practices. 20
10. Write a detailed note on **any two** : 10x2=20
- (a) Bar coding
 - (b) RFID
 - (c) Electronic Payment Systems
-