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School of Hospitality
Bachelor of Hotel Management
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UA622T - Retail Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Classify retail communication strategies. K2 (2)
 - 2) Recall the evolution of retailing. K1 (3)
 - 3) Demonstrate information gathering techniques in retailing. K2 (4)
 - 4) Outline airport and services retailing. K2 (6)
 - 5) Construct a comprehensive strategic plan tailored to the specific goals and objectives of a retail business.. K3 (6)
 - 6) Illustrate and simulate the merchandise planning and buying processes to optimize inventory management and meet consumer demand effectively. K3 (9)
 - 7) Assume the role of a retail manager and devise strategies for business growth. K4 (8)
 - 8) Discover innovative retail business models. K4 (12)
- OR**
- Dissect challenges faced by retailers in adopting new technologies. K4 (12)