

School of Hospitality

Bachelor of Hotel Management
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

Sem VI - D1UA622T - BHMH3042 - 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

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|-----|---|--------|
| 1) | What are ethical issues in retailing. | K1(2) |
| 2) | Interpret merchandise planning, buying, and handling. | K2(4) |
| 3) | Illustrate human resources management in retail. | K2(6) |
| 4) | Address and resolve complex legal challenges encountered by multinational online retailers through strategic legal analysis and proactive measures. | K3(9) |
| 5) | Demonstrate the integration of retail sales techniques with customer relationship management strategies to enhance customer engagement and retention. | K3(9) |
| 6) | Choose appropriate pricing strategies for different retail segments. | K5(10) |
| 7) | Distinguish between different theories of retail development. | K4(12) |
| 8) | Estimate the future role of artificial intelligence in retail management information systems. | K5(15) |
| 9) | Determine the value of investing in advanced retail sales training programs. | K5(15) |
| 10) | Compile the effects of economic downturns on retail businesses. | K6(18) |