



ADMISSION NUMBER

## School of Hospitality

**Bachelor of Hotel Management  
Semester End Examination - Jul 2024**

**Duration : 180 Minutes  
Max Marks : 100**

### 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*

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|-----|--|--------|
| 1)  | What are the changes in the retail sector in India.  | K1(2)  |
| 2)  | Demonstrate effective retail sales techniques.   | K2(4)  |
| 3)  | Infer customer service strategies in retail.   | K2(6)  |
| 4)  | Address and resolve operational challenges to improve efficiency and streamline processes within retail management.  | K3(9)  |
| 5)  | Strategize and execute upgrades to retail management information systems to keep pace with technological advancements and improve functionality and performance. | K3(9)  |
| 6)  | Decide on strategies for building consumer trust in online retailing platforms.  | K5(10) |
| 7)  | Discover innovative retail sales techniques for the digital age.   | K4(12) |
| 8)  | Disprove common misconceptions about retail management.  | K5(15) |
| 9)  | Disprove misconceptions about the ethical responsibilities of retail businesses.   | K5(15) |
| 10) | Propose solutions to address challenges in international retail operations.  | K6(18) |