

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSOE235B/2025/BSCHS_SEM3

(BSCHS_SEM3) Examination, 2025
HSOE235B – Retail Business Management
(Rev. 2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions.
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- | | |
|----------------------------|-------|
| A) Franchise | [1] |
| B) Omni-Channel Retailing | [1] |
| C) Merchandising | [1] |
| D) Retailing | [1] |
| E) Supply Chain Management | [1] |

Q2. Evaluate the role of ecommerce in transforming the retail landscape in India. [5]

Q3. Explain the role of inventory management in a retail organization. [5]

Q4. If a global retailer wanted to enter the Indian market, what market entry strategies would you suggest? [5]

Q5. Analyze the factors influencing consumer behaviour in food retailing. [5]

Q6. Summarize the responsibilities of a retail store manager in ensuring store safety and security. [5]

Q7. Define ethical retailing and list three common ethical issues faced by retailers. [5]
