

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/OE235B/2026/BHMCT_SEM3

SYBHMCT (Third Semester) Examination, 2026
OE235B - RETAIL BUSINESS MANAGEMENT
(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) Retailing [1]
- B) Inventory [1]
- C) FDI [1]
- D) E-commerce [1]
- E) Franchise [1]

Q2. Describe the difference between organized and unorganized retail sectors. [5]

Q3. If a retailer faces a complaint regarding false advertising, what steps would you apply to resolve the issue ethically and legally? [5]

Q4. Evaluate the three advantages and Two disadvantages of adopting a franchise model for retail expansion. [5]

Q5. List the steps involved in opening and closing a retail store. [5]

Q6. Summarize the challenges faced by international retailers when entering the Indian market. [5]

Q7. Differentiate between the challenges faced by small unorganized food retailers and large organized food retailers. [5]
