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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.–4)
RETAIL AND RISK MANAGEMENT FOR SPAS
Subject Code : BHSRM-404
M.Code : 71300

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :
 - a. What are the Objectives of Risk Management?
 - b. What is claim?
 - c. What is Risk Transfer?
 - d. Spa inventory
 - e. Retail Management
 - f. Hedge
 - g. Customer loyalty programmes
 - h. Types of spa
 - i. Staff liabilities in spa
 - j. Product positioning

SECTION-B

2. Classify risks in spas and explain them in detail.
3. Distinguish between Options and Future Contracts.
4. Write a note upon handling emergency situations in Spa.
5. Brief about Inventory Management?
6. Discuss various marketing strategies for Spa Retail Management.

SECTION-C

7. What are the duties and responsibilities of Spa Retail Consultant?
8. What are the different forms of insurance and what elements of operation do they protect?
9. Discuss in details the significant roles of Information Technology in Retail Management of Spa.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.