

Roll No.

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Total No. of Pages : 02

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BHSRM (2014 &amp; 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

Q1. Write briefly :

- a) Contract
- b) Risk assessment
- c) Average retail inventory
- d) Brand identity
- e) Marketing plan
- f) Retail
- g) Advertising
- h) Liability
- i) Insurance
- j) Risk retention

## SECTION-B

- Q2. Explain the objectives of Risk Management.
- Q3. Discuss the insurability of Risks.
- Q4. Discuss guest related liabilities.
- Q5. Explain the characteristics of visual merchandising management.
- Q6. Write a note on retail sales and service management.

## SECTION-C

- Q7. Discuss in detail the various aspects of liabilities in Risk management.
- Q8. Explain in detail the importance of planning in spa business.
- Q9. Write a detailed note on handling of incidents and emergencies in spas.

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.