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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  
Paper ID : [A2459]

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) Answer briefly :

- a) Interior design
- b) Stock taking
- c) Accident
- d) Revenue
- e) Marketing plan
- f) Retail
- g) Brand identity
- h) Cost Risk
- i) Visual merchandising
- j) Risk management

## SECTION-B

- Q2) Write a note on inventory management in spa.
- Q3) What are different ways for maximizing profits in spa business?
- Q4) Explain the importance of planning in spa.
- Q5) Explain the procedures for handling incidents and emergencies in spas.
- Q6) What is insurance? Explain the role of insurance in Risk management.

## SECTION-C

- Q7) Write a detailed note on objectives and scope of Risk management.
- Q8) Explore the relationship of visual merchandising in establishing a retail brand.
- Q9) What do you mean by liability in the case of Risk management? Discuss various aspects of Liability in risk management.