

00173

**B.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2012**

**BFW-011 : RETAIL PLANNING AND SITE  
SELECTION**

*Time : 3 Hours*

*Maximum Marks : 70*

*Note : Attempt **any seven** questions and each question carry  
equal marks.*

1. What are the benefits which a retailer can enjoy 10  
if they conduct trade area analysis ?
2. What are the problems which a retailer can face 10  
if he changes its location ? Explain with suitable  
examples.
3. Explain the advantages and disadvantages of 10  
unplanned business district, and planned  
shopping centers.
4. What are the factors, that affect a consumer's 10  
attitude towards choosing a retail store ?

5. Explain with examples, the various expansion strategies which a retailer follows : 10
  6. In many Malls, Fast food outlets are located together in an area called food court. What are the advantages and disadvantages of this arrangement to a retailer ? 10
  7. What are the factors that a large department store like Big Bazaar should consider before finalizing its location ? 10
  8. Explain with examples, what are preferable locations for opening speciality stores and grocery stores. 10
  9. Why proper tenant mix is important in shopping malls ? If it is not followed, what are its disadvantages ? 10
  10. Write short notes on *Any two* : 5+5
    - (a) Destination store.
    - (b) Theme Centers.
    - (c) Kiosks
-