

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

00495

Term-End Examination

December, 2014

**MFW-009 : STORE PLANNING – SITE SELECTION/
MALL MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. What are the factors which a retailer has to consider in a retail operations approach ? 10

2. Explain the Sales Activity Index and Retail Saturation Index methods for evaluating retail market. 10

3. Define the term Trade Area. What are the benefits of conducting trade area analysis for a retailer ? 10

4. Explain why a retailer and a customer are interested in a location and what their interest areas are. 10

5. Explain net adequacy as a method for evaluating trade area. 10
 6. Explain the various expansion strategies followed by a retailer for expanding its operations. 10
 7. What are the preferable locations for selling convenience goods and shopping goods ? 10
 8. What are the advantages which a retailer enjoys, if he is located within a centre ? 10
 9. Why is it important for a retailer to maintain a proper tenant mixing mall ? What are its advantages ? 10
 10. What are the preferable locations for opening departmental stores and specialized apparel stores ? 10
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