

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

Term-End Examination

00190

December, 2014

BFW-011 : RETAIL PLANNING AND SITE SELECTION

Time : 3 hours

Maximum Marks : 70

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

1. Why is it important for a Marketer to study Population characteristics and Buyer Behaviour characteristics as a criteria to evaluate market potential ? Justify your answer with the help of suitable examples. 10
2. Explain why it is important to study distribution and competition factors in retail operations approach. 10
3. Discuss in detail the under-store market area, over-store market area and saturated market area with the help of suitable examples. 10
4. Explain Buying Power Index and Quality Index as a method for evaluating retail market. 10
5. What do you mean by the term 'trade area' ? What are the advantages of conducting trade area analysis ? 10

6. What are the factors which a retailer should consider before selecting a retail site ? 10
 7. What are the factors which a large departmental store should consider before finalizing its location ? 10
 8. What are the various parties which are interested in a location ? Justify your answer with the help of suitable examples. 10
 9. Explain the various expansion strategies used by a retailer. 10
 10. Write short notes on any *two* of the following : 10
 - (a) Mixed use development
 - (b) Category killer
 - (c) Free standing stores
 - (d) Festival centres
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