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MFW-009

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

Term-End Examination

December, 2015

**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 various parties which are interested in a location ? Explain their interest areas. 10
2. Define the term "Retail market". Explain how legal factors and competition affect retail operations. 10
3. Explain Converse's Break Even model for identifying trade area. 10
4. Describe Retail saturation index method for evaluating retail markets. 10
5. Discuss the various expansion strategies which a retailer follows with the help of suitable examples. 10

6. What are the preferable locations for opening departmental stores and category specialist stores? 10
7. Explain Residential support level and Non-Residential support level as a method for evaluating trading area. 10
8. Discuss the importance of visibility as a factor for evaluating a retail site. 10
9. Differentiate between Isolated sites and Clustered sites with the help of suitable examples. 10
10. Write short notes on the following : 2×5=10
- (a) Mixed Use Developments
 - (b) Power Centers
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