

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

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Term-End Examination

December, 2016

BFW-011 : RETAIL PLANNING AND SITE SELECTION

Time : 3 hours

Maximum Marks : 70

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

1. What are the benefits which the retailers can enjoy if they conduct trade area analysis ? 10
2. Explain the advantages and disadvantages of unplanned business district and planned shopping centres. 10
3. Discuss the various expansion strategies which a retailer follows. Give suitable examples. 10
4. What are the factors that a large departmental store like Big Bazaar should consider before finalising its location ? 10

5. What factors or criteria must a retailer take into consideration for evaluation of retail market potential ? 10
6. Differentiate between central business districts, neighbourhood business districts and secondary business districts with suitable examples. 10
7. Discuss the sales activity index and retail saturation index as a method of evaluating the retail markets. 10
8. Why is it important for a marketer to study population characters as a criteria to evaluate market potential ? Justify your answer with the help of suitable examples. 10
9. Explain buying power index and quality index as a method for evaluating retail market. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Destination Store
 - (b) Theme Centres
 - (c) Kiosks
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