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

Term-End Examination

June, 2012

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

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions. Each question carry equal marks.

1. What are the features of shopping products, speciality products and convenience products ? Explain with examples, the preferable locations for those products. 10
2. Define Trade Area. Explain factors which define the trade area. 10
3. Differentiate between Central Business district, Secondary Business district and Neighbourhood Business district. 10
4. Differentiate between isolated stores and planned shopping centers. 10
5. Explain the different expansion strategies followed by a retailer. 10

6. In Malls, many times we find that various outlets are complementary to each other. What are the reasons for that ? Explain with examples. 10
 7. What are the advantages if a retailer locates in unplanned business districts and in planned shopping centres ? 10
 8. What are the problems which a retailer can face if he changes its location ? 10
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