

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

00158

Term-End Examination

June, 2017

BFW-011 : RETAIL PLANNING AND SITE SELECTION

Time : 3 hours

Maximum Marks : 70

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

1. Explain the covenants of a landlord and a tenant. 10
2. How would a retailer evaluate a trade area ? 10
3. Write short notes on any **two** of the following : 10
 - (a) Regional Market
 - (b) On-line Retailing
 - (c) Retail Site
4. Differentiate between market potential approach and retail operations approach with the help of suitable examples. 10

5. What are the factors that affect the consumer's attitude towards choosing a retail store ? 10
 6. Describe buying power index in detail. 10
 7. What are the advantages and disadvantages of Converse's break-even point and Huff's Probability model ? 10
 8. In many malls, fast food outlets are located together in an area called the food court. What are the advantages and disadvantages of this arrangement for the retailer ? 10
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