B.Sc. RETAIL AND FASHION MERCHANDISE (BSCRFM)

00994Term-End Examination

June, 2017

BFR-013 : RETAIL PLANNING

Time : 3 hours   *Maximum Marks : 70*

*Note : Section **A** is **compulsory**. Attempt any **five** questions from Section B.*

SECTION A

1. Differentiate between identification, delineation and evaluation at regional level. *20*

SECTION B

2. Mention all the parameters that have to be gathered while applying the Converse model and Huff's model. *10*

3. Describe delineation of an area at trade level. *10*

4. A trade area has a population of 2,00,000 residents. 10,000 people work in this trade area who don't reside here. The average monthly spend on groceries is ₹ 3,000. Calculate the gross trade area adequacy. *10*

5. Explain the different types of isolation with suitable examples. *10*

6. Explain the covenants of a landlord which are in a lease agreement. *10*

7. Mention the salient covenants of a tenant mentioned in a lease agreement. *10*