

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

Term-End Examination

00031

June, 2017

**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 is the market potential approach of identifying retail markets ? 10
2. What are planned and unplanned shopping clusters ? 10
3. What is trading area gross adequacy ? As a retailer which method will you employ to measure trade area gross adequacy ? Explain with an example. 10
4. What is retail site evaluation ? Explain site evaluation principles with examples. 10

5. What is trading area delineation ? Explain the different ways to delineate a trading area. 10
 6. What is a trading area ? What are the benefits of trade area analysis ? Describe the advantages of various methods. 10
 7. Explain the following : 10
 - (a) Buying Power Index
 - (b) Retail Saturation Index
 8. Explain the principle of trade area attraction. 10
 9. What are the principles of breaking point mode ? How is it different from Reilly's law of retail gravitation ? 10
 10. How can radial rings be used to identify trade areas ? 10
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