

**M.Sc. RETAIL AND FASHION MERCHANDISE  
(MSCRFM)**

**Term-End Examination**

**June, 2017**

00114

**MFR-019 : SITE SELECTION**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

- (i) Answer any **seven** questions.  
(ii) All questions carry equal marks.

1. Evaluate a retail site based on the concepts. 10
2. Are gravitational models used to identify retail sites ? If so, explain how. 10
3. Why is the out-shopper analysis necessary ? 10
4. Is market potential a better way than retail operations approach method while selecting regions ? Give reasons for your agreement. 10
5. 3 Malls A, B and C are located at a distance of 15, 18 and 21 kilometers from a customer's residence. Each mall has a gift shop of  $100 \text{ ft}^2$ ,  $150 \text{ ft}^2$  and  $250 \text{ ft}^2$ , respectively. Find the probability of visiting the gift shop by the customers. Which mall would be preferred and why ? 10

6. Differentiate between monopolistic and operational isolation for a retail site. 10
7. Avinash wants to set up a bakery shop. In the location that he wants to set up his shop, he has two choices. One has a total shelf area of 10,000 ft<sup>2</sup> with a retail expenditure of ₹ 200/person. This locality has 1000 people. The other area has a shelf space of 12,000 ft<sup>2</sup> with a retail expenditure of ₹ 180/person. The second area has 1200 people. Which location is better and why? 10
8. Mention the salient features of a rent agreement of commercial sites. 10
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