

No. of Printed Pages : 2

BFW-011

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

Term-End Examination

June, 2015

00462

BFW-011 : RETAIL PLANNING AND SITE SELECTION

Time : 3 hours

Maximum Marks : 70

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

1. What are the disadvantages a retailer can face, if he changes his outlet's location ? Discuss. 10
2. What are the benefits which a retailer enjoys, if he conducts trade area analysis ? Explain with suitable examples. 10
3. Explain Hub and Spoke expansion strategies with examples. 10
4. What are the factors that a large apparel store like Reliance Trends should consider before finalizing its location ? 10
5. Why is proper tenant mix important in shopping malls ? If it is not followed, what are the disadvantages ? 10

6. Differentiate between planned shopping centres and unplanned business districts. Explain with the help of an example. 10
 7. How can one identify the locations for opening speciality stores and grocery stores ? Explain with the help of suitable examples. 10
 8. Discuss the residential support level and non-residential support level as a method for evaluating trading areas. 10
 9. Describe the buying power index method with suitable examples. 10
 10. Write short notes on the following : 2×5=10
 - (a) Destination Stores
 - (b) Free Standing Sites
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