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**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2011

**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 role does location play in the retail mix of a retail store ? Explain by differentiating the retail mix from marketing mix bringing out the similarities and differences of the two. **10**
2. Who are the interested parties in a good location ? Explain their interests with the help of examples. **10**
3. What are the dangers faced by a retailer if the location of his/her retail store is changed ? Explain the same with examples. **10**
4. What is the trading area ? What are the benefits of trade area analysis ? Describe these advantages in detail. **10**

5. What are the various zones in which a trading area can be divided into ? Elaborate with the help of examples as to how these zones for a retail store vary with respect to the various types of products/services that the store is dealing into ? 10
6. What are the expansion strategies followed by different retailers ? Explain them by giving examples and write their advantages and disadvantages. 10
7. What are the various types of retail locations ? Explain any 3 of them with examples and discuss their features, advantages and disadvantages. 10
8. What is a regional centre shopping mall ? Explain its features, advantages and disadvantages by giving examples. 10
9. What is a super regional centre shopping mall ? How is it different from a regional centre ? Explain the differences by giving examples of the regional centre and super regional centre shopping malls. 10
10. What is an outlet centre shopping mall ? Explain its features, advantages and disadvantages. 10

11. What is a Theme/Festival centre shopping mall ? 10
Explain its features, advantages and disadvantages. State examples of some of the theme/festival centre shopping malls.
12. What is a speciality centre shopping mall ? How 10
is it different from a theme centre ? Explain the differences by giving examples.
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