

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

**Term-End Examination**

**December, 2013**

**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 factors or criteria a retailer must take into consideration for evaluation of retail market potential ? 10
2. Why it is important to consider the distribution cost to identify the retail markets ? Justify your answer with suitable example. 10
3. What are the hazards which a retailer can face , if he changes his location ? 10
4. What are the benefits of conducting trade area analysis ? 10
5. Differentiate between Central business districts, Neighbourhood business, districts and Secondary business districts with suitable examples ? 10

6. What are the preferable locations for convenience goods and shopping goods ? 10
7. Explain the different expansion strategies with the help of an example. 10
8. Discuss the Sales Activity index and Retail saturation index as a method of evaluating the retail markets ? 10
9. What are the factors that employees should consider to select a location for working ? 10
10. Write short notes on **any two** of the following :  
(a) Kiosk 2x5=10  
(b) Free Standing units  
(c) Use of internet in Retail Planning.
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