

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

Term-End Examination

December, 2013

**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. Who are the different parties interested in a location ? Explain their interest areas. 10
2. What are the difficulties a retailer can face, if he changes his location ? Discuss with the help of suitable examples. 10
3. Explain the retail operation approach of identifying the retail market. 10
4. Explain the population characteristics and Buyer's Buying Behaviour as a criteria for evaluating the market potential. 10
5. What do you mean by "Trade area" ? Explain the various trade area zones and their characteristics. 10

6. Explain the Buying Power index and Sales activity index for evaluating the retail market. 1
 7. Differentiate between planned shopping centers and unplanned shopping centers. Justify your answer with suitable examples. 1
 8. Write short notes on the followings : 1
 - (a) Mixed use developments.
 - (b) Kiosks.
 9. What are the various methods of evaluating the retail sites ? Explain them with examples. 1
 10. In malls, fast food retailers are located at the top floor. Give reasons for this. 1
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