

00223

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

**Term-End Examination
December, 2012**

**MFW-009 : STORE PLANNING-SITE SELECTION/
MALL MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions in all. All questions carry
equal marks.*

1. What problems a retailer can face if he changes its location ? 10
2. What do you mean by trade area ? Explain how trade area analysis helps in improving a store's performance. 10
3. What factors a customer should consider before selecting a store for shopping ? 10
4. Compare the retail location strategy of two leading retail stores in your city dealing in the same product category. 10

5. Explain the different expansion strategies, which a retailer follows. Explain each strategy by giving examples. **10**
 6. Explain the advantages and disadvantages if a retailer locates in unplanned business district and in planned Shopping Centres. **10**
 7. What are the preferable locations for opening department store, Grocery store and speciality store ? **10**
 8. A large apparel store like west side wants to open its store, what are the factors that they should consider before finalizing its location ? **10**
 9. Explain the importance of parking, while selecting the location. Is parking necessary for every type of store ? Explain with the help of suitable examples. **10**
 10. Write short notes on (*Any Two*) : **10**
 - (a) Kiosks
 - (b) Destination store.
 - (c) Mixed used Developments.
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