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M.Sc. (RETAIL AND FASHION MERCHANDISE) (MSCRFM)

Term-End Examination

December, 2016

MFR-019 : SITE SELECTION

Time : 3 hours *Maximum Marks : 70*

Note : *(i) Answer **any seven** questions.*
(ii) All questions carry equal marks.

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1. Evaluate Regional Markets with suitable examples. **10**

2. Explain gravitational models with suitable examples. **10**

3. Discuss outshopper analysis necessity. **10**

4. Is Market potential a better way than retail operations method while selecting regions ? Explain with suitable examples. **10**

5. 3 malls A, B and C are located at a distance of 15, 18 and 21 kilometers from the residence of a customer. Each mall has a stationery shop of 50 ft^2, 100 ft^2 and 250 ft^2. Find the probability of visiting the stationery shop by the customer. Which mall would he prefer and why ? **10**

6. Sreejit wants to set an apparel shop. In the location that he wants to set, his shop, he has two choices. One has a total shelf area of 10,000 ft^2 with a retail expenditure of ₹ 200/person. There are 1000 people. The second area has a shelf space of 12,000 ft^2 with a retail expenditure of ₹ 180/person. This second area has 1200 people. Which location is better ? Give reasons for his selection.   **10**

7. Differentiate between planned and unplanned shopping clusters.   **10**

8. Mention the covenants of a tenant and a landlord in merchandising sectors.   **10**