

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

Term-End Examination

00201

December, 2017

BFW-011 : RETAIL PLANNING AND SITE SELECTION

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the advantages of gravitational methods of choosing a site. 10
2. Discuss the important components of a lease agreement. 10
3. How would a retailer delineate a trade area ? Explain with help of a suitable example. 10
4. Evaluate a regional market for selecting a site in a semi-urban location. 10

5. Differentiate between unplanned and planned shopping clusters. Illustrate with suitable examples. 10
6. How is the retail saturation index used to evaluate a retail market ? 10
7. Write short notes on the following : 2×5=10
- (a) Trading Area Gross Adequacy
 - (b) Trading Area Net Adequacy
8. What are the different types of methods for retail site evaluation ? 10
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