

**B.Sc. RETAIL AND FASHION MERCHANDISE
(BSCRFM)**

00480 **Term-End Examination**

December, 2017

BFR-013 : RETAIL PLANNING

Time : 3 hours

Maximum Marks : 70

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

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1. What are the salient features of a lease agreement? 10
 2. Differentiate between landlord and tenant covenants. 10
 3. Explain marketing potential approach at the regional level. 10
 4. What are the salient features of retail operations approach at the regional level? 10

5. How is unplanned shopping cluster different from planned shopping cluster ? 10
6. What are site evaluation methods ? Discuss. 10
7. Write short notes on the following : 5+5
- (a) Composite Trading Area
 - (b) Proportional Trading Area
8. Explain the utility and variations of licence plate survey. 10
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