M.Sc. FASHION MERCHANDISING AND RETAIL MANAGEMENT (MSCFMRM)

Term-End Examination

�00230

December, 2017

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. Evaluate regional markets with the help of suitable examples. *10*

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

3. Discuss the criteria to be considered while changing the location by a retailer. *10*

4. Discuss the various expansion strategies which a retailer can follow. *10*

5. What are the preferable locations for opening departmental stores and category specialists ? *10*

6. What is a trade area ? Explain the factors which define trade area. *10*

7. Explain the factors that affect the consumer's attitude towards choosing a retail area. *10*

8. What are convenience products, shopping products and speciality products ? Explain their features. What are the preferable locations for selling these products ? *10*

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