

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

00951 **Term-End Examination**  
**December, 2017**

**MFR-019 : SITE SELECTION**

*Time : 3 hours*

*Maximum Marks : 70*

**Note : All questions are compulsory.**

1. Write short notes on the following : 4×5=20
  - (a) Census Region
  - (b) Converse's Break-Even Point
  - (c) Delineation
  - (d) License Plate Survey
2. A retail site has to be selected from three locations with the following details :

	<i>Vaishali</i>	<i>Saket</i>	<i>Vikaspuri</i>
Population	2,00,000	2,50,000	3,00,000
Retail Expenditure (in Rupees/Family)	48	65	52
Store size (ft <sup>2</sup> )	8000	7000	9000
Travel Time (Minutes)	20	15	18
Difficulty in travelling	1.08	1.07	1.03

Calculate the RSI and trade area attraction based on the given data. Which store would be suitable? Assume family size of 4.

20

3. What is the market potential approach of identifying retail markets ? 10
  
  4. Define Catchment Area. How can a retailer calculate the boundaries of a catchment area for a retail store ? 3+7=10
  
  5. Why are location decisions important ? Explain the disadvantages of changing location. 4+6=10
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