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**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2012

**MFW-009 : STORE PLANNING-SITE SELECTION/
MALL MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

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

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

2. From retailer's perspective, compare the advantages of locating in an unplanned business district versus a planned business district. **10**

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

4. In malls, the various food retailers are located together in an area called Food Court. What are this arrangements advantages and disadvantages to the fast food retailer ? **10**

5. Differentiate between isolated store and planned shopping centers. 10
 6. What are the factors which a large department store like shopper's stop should consider before finalizing its location ? 10
 7. What are convenience products, shopping products and speciality products ? Explain their features and what are the preferable locations for selling those products ? 10
 8. What are the different expansion strategies which a retailer follows ? Explain each strategy by giving examples. 10
 9. Explain the role played by parking in selecting a store location. Is parking necessary for every type of stores ? 10
 10. Write short notes on *any two* : 10
 - (a) Mixed use Developments.
 - (b) Festival Centers.
 - (c) Tall wall units
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