

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

Term-End Examination

June, 2013

00126

**BFW-011 : RETAIL PLANNING AND SITE
SELECTION**

Time : 3 Hours

Maximum Marks : 70

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

1. What are the factors that a retailer should consider to select a location ? Give suitable examples to justify your answer. 10
2. Why location decisions are so complex ? What factors make location decisions complex ? 10
3. Explain how population of an area affects the location decisions ? 10
4. Explain some sources of evaluating retail markets. 10
5. What do you mean by 'Trade Area' ? Explain its various zones. 10

6. Discuss in detail the Buying Power Index and Retail Saturation Index. 10
 7. Differentiate between Central Business Districts and Neighbour-hood Business Districts. 10
 8. Before opening a departmental store, what are the factors which a retailer should keep in mind ? 10
 9. Explain the various expansion strategies with the help of an example. 10
 10. What are the preferable locations for opening convenience stores and speciality stores ? 10
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