

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

Term-End Examination

June, 2013

**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. Explain the market potential approach for identifying the retail markets. 10
2. Explain how distribution factors affects the operations of a retail outlet. Give suitable examples. 10
3. State and Explain some sources which a retailer can use for evaluating the retail market. 10
4. Why it is important for a retailer to select a right location ? Give some reasons to explain your answer. 10
5. "Locational decisions are very complex" - Justify the statement with suitable examples. 10

6. What is a trade area ? Explain some benefits of conducting trade area analysis. 10
7. Differentiate between Speciosity Centres and Festival Centres. Give suitable examples. 10
8. What are the advantages of locating retail outlet in a planned shopping centres ? 10
9. What are the preferable locations for : 10
- (a) Fast Food outlets
 - (b) Apparel Stores
- Give reasons to support your answers.
10. Explain with examples some expansion strategies a retailer can follow. 10
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