

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

**Term-End Examination**

00237

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Describe the market potential and retail operations approach of retail market identification, with the help of suitable examples. 10
2. Explain the various sources which a retailer can use for evaluating retail market. 10
3. Define the term Trade Area. Also explain its various zones. 10
4. Describe the under-store market area, over-store market area and saturated market area, by giving suitable examples. 10
5. Explain the gross adequacy as a method for evaluating trading areas. 10

6. What are the factors which a retailer should consider before selecting a retail site ? 10
  7. Explain the various expansion strategies used by a retailer for expanding its retail operations. 10
  8. What are the parties which are interested in a location ? Also explain their interest areas. 10
  9. Differentiate between Central business district, Secondary business district and Neighbourhood business district. 10
  10. Write short notes on any *two* of the following : 10
    - (a) Mixed use development
    - (b) Tall wall unit
    - (c) Isolated stores
    - (d) Theme centers
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