

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

Term-End Examination

00234

June, 2014

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

Time : 3 hours

Maximum Marks : 70

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

1. Why is it important for a retailer to study population and housing characteristics while evaluating the potential of retail market ? 10
2. Explain the various sources for evaluating retail market with suitable examples. 10
3. Define the term Trade Area. What are the factors which define a trade area ? 10
4. What are the dangers which a retailer has to face, if he changes his location ? 10

5. Explain why customers and employees are interested in a location and what are their interest areas. *10*

 6. Discuss the Converse's Break Even Point model and Huff's probability model for identifying trade areas. *10*

 7. Differentiate between isolated stores, unplanned business districts and planned shopping centre with the help of suitable examples. *10*

 8. Explain mixed-use developments, outlet centres and theme centres with a suitable example. *10*

 9. What are the advantages which a retailer enjoys if he is located within a centre ? *10*

 10. Differentiate between Convenience goods, Shopping goods and Speciality goods with relevant examples. *10*
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