

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

Term-End Examination

June, 2016

00266

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 problems which a retailer can face, if he/she changes his/her location ? Explain with suitable examples. 10
2. What are the factors that affect a consumer's attitude towards choosing a retail store ? 10
3. In many malls, fast food outlets are located together in an area called a food court. What are the advantages and disadvantages of this arrangement for the retailer ? 10
4. Why is it important to consider the distribution cost to identify the retail markets ? Justify your answer with suitable examples. 10

5. What are the preferable locations for convenience goods and shopping goods ? 10
 6. What are the factors that employees should consider to select a location for working ? 10
 7. Discuss in detail the under-store market area, over-store market area and saturated market area with the help of suitable examples. 10
 8. Explain why it is important to study distribution and competition factors in retail operations approach. 10
 9. What are the various parties which are interested in a location ? Justify your answer with the help of suitable examples. 10
 10. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) Free Standing Stores
 - (b) Festival Centres
 - (c) Use of Internet in Retail Planning
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