

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

**Term-End Examination**

**June, 2015**

**00484**

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

*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. Discuss the criteria to be considered while changing the location by a retailer. 10
  
2. Define the term “retail market”. Explain how distribution factors and promotional factors affect retail operations, with the help of suitable examples. 10
  
3. Describe the Buying Power index and Quality index methods for evaluating retail markets. 10
  
4. Explain the population characteristics and Buyer’s Buying Behaviour as criteria for evaluating the market potential. 10

5. Discuss the various expansion strategies which a retailer can follow. 10
  6. Explain Central Business District, Secondary Business District and Neighbourhood Business District. 10
  7. Explain Trade area Net adequacy as a method for evaluating a Trading area. 10
  8. Discuss Converse's Breaking-Point Model for identifying a trade area. 10
  9. What are the preferable locations for opening departmental stores and category specialist ? 10
  10. Write short notes on the following : 2×5=10
    - (a) Theme Centres
    - (b) Isolated Stores
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