

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. Each question carry equal marks.

1. What are the characteristics of convenience products, shopping products and speciality products ? What are the preferable locations for selling those products ? Explain each with example. 10
2. What is a Trade Area ? Also explain some factors which define Trade Area. 10
3. Differentiate between Central Business District, Secondary Business District and Neighbourhood Business District. 10
4. Explain major factors affect a consumer's attitude towards choosing a Retail Store. 10

5. What are the expansion strategies which a retailer follows ? Explain each strategy by giving example. 10
 6. In many malls, fast food retailers are located together in an area. What are this arrangements advantages and disadvantages to the fast food retailer ? 10
 7. Compare the advantages if a retailer locates in unplanned Business District and in planned shopping centers. 10
 8. What are the problems which a retailer can face if he changes its location ? 10
 9. What are the factors that a large department store like shopper's stop should consider before finalizing its location ? 10
 10. Write short notes on *Any Two* :- 10
 - (a) Festival Centers
 - (b) Mixed used Developments
 - (c) Retail Merchandising Unit
 - (d) Tall Wall Unit
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