

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

**Term-End Examination
June, 2011**

**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. What important role is played by location for a retailer ? Explain with the help of examples. 10
2. How are retail mix and marketing mix different from each other ? Also mention the similarities between them. 10
3. Which all parties are interested in a Good Location ? What are their interests ? Explain these with the help of examples. 10
4. How does a change in the location of a store act as a risk to a retailer ? Explain these risks with the help of examples. 10
5. How do you define a trading area ? Mention and explain in detail the advantages of trade area analysis ? 10

6. Which all different zones can trading area be divided into ? Explain with the help of examples as to how these zones for a retail store vary with regard to the various types of products/services that the store is dealing into. 10
7. Which all different expansion strategies are followed by different retailers ? Explain each one of them giving examples as well as their advantages and disadvantages. 10
8. What are the different kinds of shopping malls ? Explain each one of them giving examples and also discuss their features. 10
9. What is a CBD ? Explain their features, advantages and disadvantages. 10
10. What is a community centre ? Explain their features, advantages and disadvantages by giving examples of some of the community centres. 10
11. What are secondary business districts ? Explain their features, advantages and disadvantages. Give examples of some of the secondary business districts. 10
12. What are Strip/String shopping centres ? Explain their features, advantages and disadvantages by giving examples of some of the Strip/String shopping centres. 10