**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DRM 202: STORE LOCATION AND LAYOUT**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual question.*

*------------------------------------------------------------------------------------*

1. **Answer briefly 2x5=10**
2. Define parasitic store with an example?
3. What is central business district?
4. Name the methods to estimate demand of trade area by a retailer.
5. Mention any two objectives of store designing
6. What is a circulation plan of a store?
7. **Write briefly 5x6=30**
8. What are the common legal issues that a retailer should consider while setting up a store.
9. Explain proximal area method.
10. Explain the objectives of layout and design.
11. What are the roles played by signage in a store?
12. How should entrance of a store be designed?
13. Explain the significance of fixtures and lighting in a store.
14. Discuss unplanned retail location. **10**
15. Explain Reilly’s law with appropriate example. **10**
16. Explain how visual merchandising promotes retailing. **10**

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1. Answer briefly **2x5=10**
2. Mention any two objectives of store designing
3. Define circulation plan of a store
4. Give your idea on parasitic store.
5. What is PRIZM method?
6. What is shopper profile?
7. Write briefly **5x6=30**
8. What are the objectives of window displays?
9. Explain the significance of fixtures and lighting in a store.
10. How should entrance of a store be designed?
11. Explain the classification of graphics within the store.
12. Define a store directory.
13. How does space planning help a store to develop?
14. Discus the importance of geographical area while determining trade area. **10**
15. Explain in detail the concept of unplanned retail location. **10**
16. Explain Reilly’s law with appropriate example. **10**

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