



SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

UNIT TEST – 1 (September 2020)

School: School of Retail Management

Program: BBA Retail Management

Course Name: Retail Store Design & Layout Planning Course Code: RETL302 Sem:III

Duration: 1 Hr.

Total Marks: 30

Instructions for Students:

1. ALL questions are compulsory
2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date
3. Upload your answers on Google Classroom well before time
4. Submissions later than the time mentioned will not be accepted.
5. Figures to the RIGHT indicate the marks

Q 1. What are the types of different trade areas? Explain the significance of Trade Area Analysis in the context of current retail business scenario **(10 Marks)**

Q 2. Explain the different factors that are analysed for Location and site evaluation. Justify your answer with appropriate example **(10 Marks)**

Q 3. Explain the Principles of store design and its importance in the context of high-end fashion store. Justify your answer with appropriate example/s **(10 Marks)**

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