HAND THIS IN

Student Name (underline last name): _____
Student Number: _____

UNIVERSITY OF TORONTO
Faculty of Arts and Science

APRIL/MAY 2008 EXAMINATIONS

GGR 252H1S

PLEASE HAND IN

Duration - 2 hours

Aids Allowed: Rulers, protractors and calculators

This final examination is worth 40 per cent of the total grade of the course. The 40 marks for this examination are distributed as follows: Part A: 16 marks; Part B: 14 marks; and Part C: 10 marks. Parts A and B must be answered in the booklet; Part C must be answered on the question sheet. Use appropriate diagrams in your answers.

PART A: (16 marks) Short Answers. Answer QUESTION ONE and ONE other question (one page or less each question).

1. Define each of the following and briefly identify the relevance of each for retail location analysis:
   a. range
   b. friction of distance

2. Describe a simple typology of retail identifying where each type of retail is likely to be found in the city.

3. Why is on-line shopping both attractive and problematic for retailers?

4. Who are the (I)YOPHS and how are they impacted by recent retail location strategies?

PART B: (14 marks) Answer ONE of the following ESSAY questions.

a) Compare and contrast normative trade area techniques. Discuss the advantages of these techniques over alternatives.

b) Critically evaluate geographical perspectives on market composition.

PART C: (10 marks) Answer all of the following questions ON THIS SHEET

The following equation describes the relationship between weekly sales (Y) and several site and situational variables for convenience stores in central city locations.

Y = 4353 + 11.6 X1 + 17.6 X2 + 1.8 X3 - 5.44 X4 - 0.97 X5
R SQUARE = .815

These are the independent variables:	These are sample values for site "A":
X1 = Number of households within 1 km radius of the store	X1 = 630
X2 = Number of schools within 1 km of the store	X2 = 5
X3 = Number of competitors within 1 km of the store	X3 = 10
X4 = Number of parking spaces within 1 km of the store	X4 = 250
X5 = Distance from the store to nearest public transit stop	X5 = 1850

Answer the following questions in the spaces provided.

1. What are the predicted weekly sales at the site "A"?

2. Two other sites are being considered, "B" which will generate $12,305 in predicted weekly sales and "C" which will generate only $3980 in predicted weekly sales. Which site would you choose, A, B or C? Briefly explain your answer:

3. What is the dependant variable in the equation?

4. What does R SQUARE (.815) show?

5. Identify any counter intuitive variables in the model:

6. Name six other methods of site selection:

7. Briefly compare the regression method of site selection with location allocation: