

## REVIEW QUESTIONS FOR SECOND TEST

1. Distinguish CBD, shopping centers, strips, secondary nodes, and freestanding sites as retail locations; list at least two advantages and disadvantages of each. Suggest a type of retailing that is best suited to each. (For “types,” think of the distinctions we’ve drawn between shopping and convenience goods, between chains and unique stores, and among spatial monopoly, market interpenetration, and dispersed markets.)
2. Define “cannibalization”; when and how might it be a part of a retailer’s strategy?
3. List three criteria for retail site selection, given a market area; suggest two alternative ways to *use* the criteria to come up with a site decision.
4. Describe the most important changes in the street, the store, the mall, and the home as spaces of consumption (in the UK and or the US), over the 19<sup>th</sup> and 20<sup>th</sup> centuries.
5. What are the advantages and disadvantages of using the public street vs. the private mall, and the store vs. the home, as the location of retailing -- advantages and disadvantages for the RETAILER, for the CONSUMER, and for the SOCIETY?
6. In the article "Neighborhood Deprivation and Access to Fast-Food Retailing: A National Study," how did Pearce et al. define and operationalize "neighborhood deprivation"? What relationship did they posit between retail location and health issues? What relationship did they find between "neighborhood deprivation" and retail location? How do their findings relate to the brief discussion of "food deserts" in Wrigley & Lowe, pages 145-6?
7. Define “food desert.” How would you operationalize that definition – how would you empirically identify food deserts in a metropolitan area? What public policies might mitigate the existence or impact of a food desert?
8. What distinctions does Bowen draw between a warehouse and a DC?
9. What’s SCM, and how’s it changed over the past few decades?
10. What dependent and independent variables did Bowen use in his empirical study of warehousing/DC location in the US? What actual measures did he use to operationalize these variables? What geographic unit did he use? What did he find? What additional dependent variable seems to be important?
11. How do Jones and Simmons define “spatial externalities,” and what examples do they give?

12. From Jones and Simmons, list four ways in which public policy has strongly influenced the location of retail activity in the US, over the past 50 years. What have been the major goals of these policies?

13. What do Wrigley and Lowe mean by “real regulation”?

14. What did Jones & Simmons suggest are the key retail-structure and retail-location implications of these American metropolitan changes of the 1908s (which have continued to the present, at least until the Great Recession)?

- Residential growth
- Household size
- Neighborhood transition
- Household incomes (which increased in the upper ranges because of higher professional and especially managerial incomes, and increased in the middle ranges because of higher labor-force participation)
- Leisure
- Mobility
- Technology

15. Why has downtown retail declined as a proportion of total retail? Why do some cities maintain vibrant downtown retail? Why not, in more cities? How would you tell whether a metro area – or a country as a whole, is “over-stored”?

16. In Wrigley & Lowe’s Chapter 2, study Examples 1, 2, and 4 (pp. 25-38), on retail consolidation in the US. In class, I’ve updated what’s happened to Federated and May department stores since 1997. From these examples and Reading 2.4 (pp. 38-40), be able to describe the trends of consolidation (beginning, decelerating, accelerating when and why), the factors that led to consolidation, and the impacts on the nature and location of retailing (at least, in drugstores and department stores). Relate this to what I’ve said about supply-chain management (on April 1st and May 25th).

17. What are a few of the “push,” “pull,” and “facilitating” factors in Western retailers’ attempts to internationalize (by consolidation and especially by expansion)?

18. How well has internationalization into China succeeded, for which retailers, from which countries, based on what approaches? (The nature and success of the different approaches is more important than the empirical details of exactly which companies did what). For that matter, how does Wang [2009] suggest that we measure “success”?

19. Use the Wrigley & Lowe, Wang, and Wang & Chan readings to answer the question: How do national and local regulation of location, competition, and ownership shape the concentration, location, operation, and success of foreign-owned retailers?