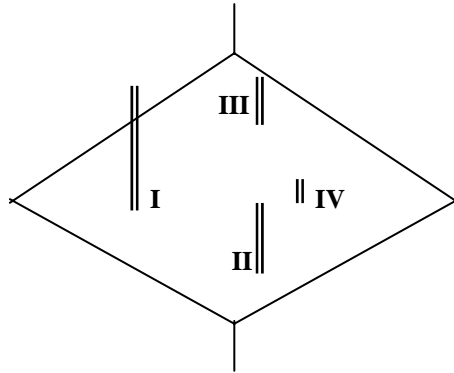


Midterm II Practice Exam "A" (from Spring 2007)

DIRECTIONS:

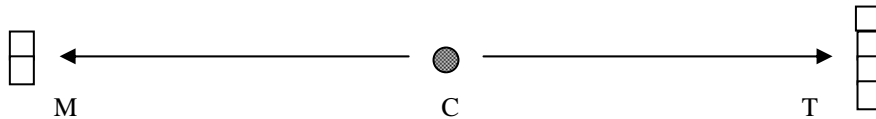
- ? Choose the **one best** answer to each question.
- Mark the answer you choose on the SCANTRON form.
- ✗ If you change an answer, erase completely.
- ☉ Answer all 40 questions.
- When you finish, be sure your name is on both the exam booklet and the Scantron form. Bring them to the front of the room and exit quietly as others will still be working.

1. The diagram below represents the daily life-space prism of Ms. Lucia Lund:



Which of the following is a *feasible activity bundle* for her?

- (A) {I, III}
 - (B) {II, III}
 - (C) {II, IV}
 - (D) Both B and C
 - (E) All of the above (all are feasible bundles)
2. The city of Rapture Valley, OK, has six department stores, all of them of equal size. A consumer is located at point C below, equidistant to the two department stores in the Miracle Mall located at point M and to the four stores in the Thrall Mall located at point T.



If p is the probability that she goes to the Miracle Mall to shop, and q is the probability that she goes to the Thrall Mall, what is the most likely relationship between these probabilities given the influence of **competitive** linkages?

- (A) $q > 2p$
- (B) $q = p$
- (C) $q < 2p$
- (D) $2p = q$
- (E) $2q = p$

3. The three categories of restrictions on spatial behavior that shape individual activity spaces are: Authority Constraints, Capability Constraints, and _____ Constraints.
 - (A) Ancillary
 - (B) Basic
 - (C) Coupling
 - (D) Power
 - (E) Capacity

4. Which of the following is today the most centralized in American metropolitan areas?
 - (A) retailing
 - (B) manufacturing
 - (C) residents (night-time population)
 - (D) office employment

5. Which of the following is a typical value for a traffic volume AM Peak Hour Ratio on a well-traveled, urban street?
 - (A) 10 percent
 - (B) 1:3
 - (C) 36 percent
 - (D) 24/7
 - (E) 3.6 percent

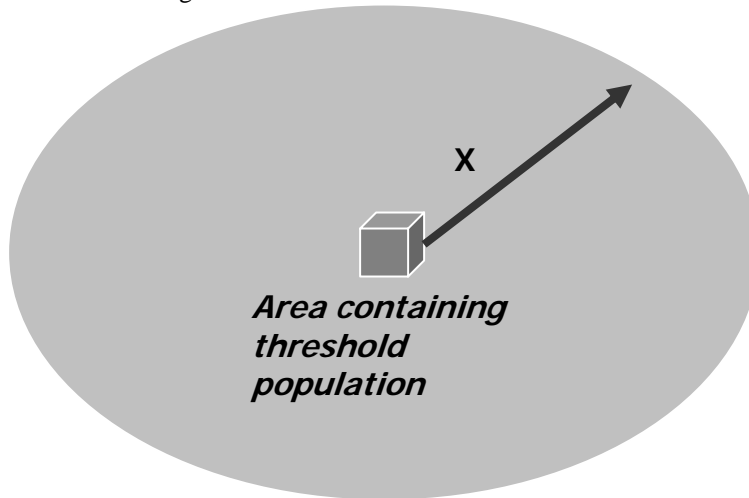
6. Suppose the NTA – the National Tiddlywinks Association – opens its Hall of Fame in a strip center in Sioux Falls, South Dakota immediately next door to Hemullen’s Vacuum Cleaner Repair and Sales. The close proximity of these two establishments reflects which kind of linkage?
 - (A) ancillary
 - (B) bodacious
 - (C) competitive
 - (D) commensal
 - (E) complementary

7. Which is FALSE if a store selling a single good has an inner range that is longer than its ideal outer range?
 - (A) The store is not currently profitable.
 - (B) The store’s customers are fewer in number than the threshold population for the good it sells.
 - (C) Some people who live within the inner range of the store are not willing to travel to the store in order to purchase the good.
 - (D) If enough more people move into the area then the ideal outer range will increase to equal the inner range.

8. Which industry started the industrial revolution with machines run by water power and, in the U.S., manufacturing operations located in New England?
 - (A) Automobiles
 - (B) Brewing
 - (C) Copper Smelting
 - (D) Textiles
 - (E) Iron and Steel

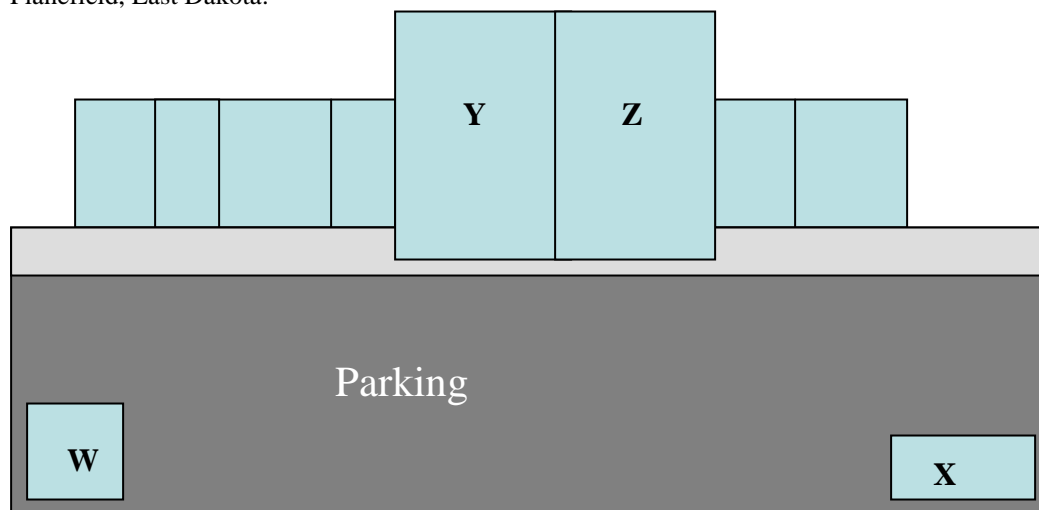
9. Which is an example of a **low-order** good?
 - (A) Sport Utility Vehicle (SUV)
 - (B) Package of cough drops
 - (C) Luxury yacht
 - (D) Designer dress
 - (E) Dining room table

10. *Name the type of retail nucleation...* It is a hybrid type. It is not a mall. It offers more variety and shopping goods than a neighborhood center. With a gross leasable area of 250,000 square feet, it was designed to serve a market area with a population of 40,000. Among its tenants are two ladies ready-to-wear clothing stores, two shoe stores, and a men's wear store as well as a supermarket, a Chinese restaurant, a dry cleaner's, a branch bank and a discount movie theater complex.
- (A) Ancillary Center
 (B) Power Center
 (C) Community Center
 (D) Festival Center
 (E) Regional Center
11. Examine the diagram below which shows a circular area around a "big box" store.



- The distance "X" is known as the store's:
- (A) Penetration
 (B) Ideal reach
 (C) Complementary radius
 (D) Inner range
 (E) Market sweep
12. The population accessibility index discussed in lecture was calculated for four potential sites to locate a new customer service center for the Wallingford Water Department. Which of the following statements is FALSE?
- (A) The most accessible location is the one that has the highest index value.
 (B) The units of the accessibility index are "people / miles."
 (C) The most accessible location is the one with the most people living beyond a threshold distance of e (approximately 2.718) miles.
 (D) The centroids of the population zones must be located first before the index values can be calculated; the smaller the areas used the more accurate will be the values of the index.
13. The _____ of a good is its relative ranking according to its sales or population _____ .
- (A) order / threshold
 (B) span / penetration
 (C) ideal outer range / potential
 (D) brand loyalty / adoption ratio

- 14-16. The diagram below shows the layout of the stores located in the Rustygate Village Shopping Centre in Planeftield, East Dakota:



14. The areas labeled W and X, which contain fast-food restaurants, are known as:
- (A) Verges
 - (B) Islands
 - (C) Copses
 - (D) Bays
 - (E) Pads
15. According to Brian Berry's typology, Rustygate Village Shopping Centre would be classified as which type of retail nucleation?
- (A) Neighborhood Center
 - (B) New Suburban Ribbon
 - (C) Convenience Center
 - (D) Community Center
 - (E) Regional Center
16. Stores Y and Z are the anchor tenants. One of them is almost certainly a(n):
- (A) auto dealer
 - (B) junior department store
 - (C) hardware store
 - (D) major department store
 - (E) supermarket
17. According to the locational classification discussed in class, corporate headquarters, major government functions and financial operations were given as examples of which type of office firm?
- (A) Ancillary
 - (B) Basic
 - (C) Commensal
 - (D) Market-oriented
 - (E) Supplementary
18. Which is TRUE if a store selling a single good has an actual outer range twice as long as its inner range?
- (A) The store should be profitable in the long-run.
 - (B) The store's market area does not contain the threshold population for the good it sells.
 - (C) People are willing to drive twice the length of the actual outer range to purchase the good.
 - (D) A beefed up marketing strategy will be required in order to extend the store's inner range.

19. Which is our primary model of locational patterns within the Central Business District?
- Social Area Analysis
 - Multiple Nuclei
 - Dominant Tendencies
 - Stress-Strain
 - Core-Frame
20. The concept of **interceptor rings** was used in lecture to illustrate the shifting locations of:
- manufacturing
 - industrial parks
 - office space
 - demographic groups
 - department stores
21. Supplementary office firms exhibit _____ linkages with other office firms.
- Auxiliary
 - Tensile
 - Complementary
 - Reticulated
 - Competitive
22. According to the assigned textbook reading, many retail geography concepts such as the threshold, market area, and ranges of goods are embedded in “Central Place Theory” as developed by Walter Christaller. Christaller based his theory on the locations of settlements of different sizes in which part of the world?
- The American Midwest
 - The North of England
 - Central Spain
 - Southern Germany
23. Which of the following is NOT one of the common design principles for shopping malls, as described in the textbook?
- Walls should be painted bright primary colors; it has been found that such colors encourage shoppers to spend more freely.
 - The large anchor tenants should be situated at the ends of an internal mall so customers visiting more than one of them must pass by the smaller stores.
 - The mall ‘street’ is often curved or zigzagged to extend its length, increase the number of store fronts, and reduce the perceived length of walking distance.
 - Stores of closely related or competitive activities (e.g., shoe stores) should be clustered to provide sub-foci; retailers serving different age groups or different income groups should be kept apart.
 - Access is strictly controlled to minimize the number of customer exit routes at intermediate locations.
24. The table below shows amounts of retail space in the Hypoville Metro Area and its Central Business District:

Year	GLA (sq. ft) in Metro Area	GLA (sq. ft) in CBD
1990	20 million	5 million
2000	30 million	6 million

Which of the following correctly describes the CBD’s trend?

- Both an absolute and a relative increase
- An absolute increase but a relative decrease
- An absolute increase with no relative change
- No absolute change but a relative decrease
- No absolute change but a relative increase

25–32. **TRUE-FALSE.** Mark “A” on your answer sheet if the statement is **TRUE**. Mark “B” if it is **FALSE**

25. _____ A **power center** is anchored by a supermarket and contains a handful of small specialty shops.
26. _____ The **inner or threshold** range of a good is the maximum distance from an establishment selling the good for which any customer would potentially be willing to travel to purchase it. An example of this is the old cigarette advertising slogan: "I'd walk a mile for a Camel."
27. _____ A **multi-purpose** shopping trip is one where the consumer stops to make a purchase or purchases while on some other type of trip (such as stopping at a convenience store while driving home from work); a **combined purpose** shopping trip is a shopping-only trip, but one where the consumer visits more than one retail establishment.
28. _____ Goods that require large threshold populations to keep them in business are termed **high order** goods.
29. _____ The least successful type of Industrial Park has been the **science** park; **research** parks have been more profitable ventures.
30. _____ The **Core** of the CBD is typically several times larger in land area than the **Frame**.
31. _____ The percentage of all trips that are **work** trips has been increasing over the last two decades in American metropolitan areas.
32. _____ Traditionally department stores located close together in the CBD. Now department stores co-locate in a shopping mall. These locational tendencies illustrate the concept of **competitive linkages**.
33. Wilkinsonville has a negative exponential density gradient that is perfectly represented by the equation:

$$D(x) = 12,345 e^{-0.012345 x}$$

- where $D(x)$ is the population density in persons per square mile at distance x from the center of the city. According to this model, what is the central density (i.e., the density at distance $x=0$) for Wilkinsonville?
- (A) 0.012345 persons per square mile (hardly anyone is predicted to live at the center)
- (B) 12,345 persons per square mile
- (C) 33,557 persons per square mile (12,345 multiplied by the value of "e," the base of the natural logarithms, which is approximately equal to 2.71828)
- (D) 123,345 (the b -parameter harmonic ratio of 10 multiplied times the y -intercept)

Note: Some additional questions will be based on the required reading in the textbook!