

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions in all. All questions carry equal marks.

1. Explain the importance of an occupant and investor in a shopping center. 10
2. What are the important factors for broad market area and site specific evaluation ? 10
3. What is tenant mix ? Explain its importance in a shopping center. 10
4. What are the different ways of attracting foot falls through sales promotion to a shopping center ? 10
5. Why it is important to understand the factors that help in entertaining foot falls at shopping center ? 10

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6. How important is insurance for a shopping center ? What are the factors which are to be considered while selecting a policy ? 10
7. Explain neighbourhood centers, super regional centers and fashion centers. 10
8. Explain the factors responsible for retail growth in India. 10
9. Explain the various long term and short term sources of finance for a shopping center. 10
10. Explain the following terms : 5x2=10
- (a) Shrinkage
 - (b) Mall worker
 - (c) Common maintenance area
 - (d) Free Rent
 - (e) T-Shaped and U-Shaped
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