

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

Term-End Examination

December, 2013

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks.

All questions are compulsory.

1. Discuss the role of customer loyalty programmes in retailing with examples. 10
 2. Discuss the factors responsible for retail growth in India. 10
 3. Describe the role of IT applications in retail. 10
 4. Define the term lease. Explain the leasing process followed by a developer. 10
 5. What is tenant mix ? Explain its importance in a shopping center. 10
 6. How important is the Insurance for a shopping center ? What are the factors which are to be considered while selecting a policy ? 10
 7. Describe various clauses of a lease agreement. 10
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