

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00439

December, 2014

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Answer any *seven* of the following questions. All questions carry equal marks.

1. Define "Mall Management". Explain the growth of shopping centres in India. 10
2. What is an Anchor store ? Explain the advantages of an Anchor store in a mall. 10
3. Explain retail gravitational model of site selection. 10
4. What is HVAC system ? Describe the different types of HVAC systems. 10
5. Explain the importance of an occupant and an investor in a shopping centre. 10

- 6.** What are the different ways of attracting footfalls through sales promotion to a shopping centre? *10*

 - 7.** What should a good tenant mix plan achieve in a shopping centre? *10*

 - 8.** Explain the different sources of finance available for a shopping centre. *10*

 - 9.** Discuss the key features of a professionally managed mall. *10*

 - 10.** Explain how facilities management is important to a professionally managed mall. *10*
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