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**BFW-016**

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

**Term-End Examination**

**December, 2015**

**BFW-016 : MALL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any **seven** questions. All questions carry equal marks.*

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1. Define Mall Management. Explain the reasons for the growth of shopping centres in India. 10
2. How does zoning of tenant in a shopping mall provide better financial feasibility ? Explain. 10
3. What is Facility Management in a shopping mall ? Explain Infrastructure, Ambience, and Traffic Management. 10
4. Why are food courts very important in a shopping mall ? 10
5. How will you design parking facilities for customers/shoppers for conveyance in shopping malls ? 10

6. Explain the importance of an occupant and an investor in a shopping centre. 10
7. What are the different ways of attracting footfalls through sales promotion in a shopping centre? 10
8. Discuss the importance of insurance for a shopping centre. What are the factors which are to be considered while selecting an insurance policy? 10
9. Explain the various long-term and short-term sources of financing for a shopping centre. 10
10. Write short notes on any **four** of the following :  $4 \times 2 \frac{1}{2} = 10$
- (a) Shrinkage
  - (b) Mall Worker
  - (c) Common Maintenance Area
  - (d) Free Rent
  - (e) T-Shaped and U-Shaped Malls
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