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

Term-End Examination

June, 2012

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define Mall Management. Explain the growth of Shopping Centre in India. 10
2. Explain different type of Shopping Centre. 10
3. 70% of Retailer who has expansion plan prefer Malls as destination than high street ? Explain why ? 10
4. How Zoning of tenant in Shopping Mall provide better financial feasibility ? 10
5. Define Anchor store. Explain the advantages of Anchor store in mall. 10

6. What is Facility Management in a shopping mall ? Explain Infrastructure, Ambience and Traffic Management. 10
 - 7 Explain retail gravitational model of site selection. 10
 8. Why food court are important in shopping mall ? 10
 9. What is HVAC system ? Write types of HVAC system. 10
 10. How to design Parking to facilitate customer better in shopping mall ? 10
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