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

Term-End Examination

June, 2013

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 a broker during pre operational stage of a shopping centre. 10
2. What should a good tenant mix plan shall achieve in a shopping center ? 10
3. Explain the importance of an occupant and investor in a shopping center. 10
4. What are the different ways of attracting footfalls through sales promotion to a shopping center ? 10

5. Why it is important to have food courts in shopping centers ? Also explain the factors which can lead to the failure of food courts in shopping centers ? 10
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 Regional Centers, Power Centers and Theme Centers. 10
8. Explain the factors responsible for retail growth in India. 10
9. Explain the different sources of finance available for a shopping center. 10
10. Explain the following terms : 2x5=10
- (a) Shrinkage
 - (b) Out Parcel
 - (c) Big Box
 - (d) Free Rent
 - (e) T-shaped and U-shaped
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