

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

00284 **Term-End Examination**
June, 2014

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory. All questions carry equal marks.*

1. Define the term Broker. Explain the various functions of a broker in pre-operational stage. 10

2. Define the term lease. Explain various steps of a lease agreement. 10

3. Explain various factors responsible for retail growth in India. 10

4. Explain various long term and short term sources of finance available for a shopping center. 10

5. Explain the various provisions of a lease agreement. 10

6. Define the term Tenant mix. Explain the benefits of having an optimum tenant mix for a shopping center. 10
7. Why is it important for a mall management to work on entertainment ? How do good entertainment options help in increasing the footfall in a shopping mall ? 10
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