

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

Term-End Examination

June, 2017

00414

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define a Mall. Explain the prerequisites for mall design. 10
2. Explain the different sources of finance available for a shopping centre. 10
3. Explain how the parking facility can be designed so as to facilitate customers' better shopping experience in a mall. 10
4. What parameters should a mall consider while selecting the right tenant mix ? 10
5. How important is insurance for a shopping centre ? What are the factors which are to be considered while selecting a policy ? 10

6. "Malls need to understand the factors that help in entertaining footfall at mall." Comment. 10

7. What are the various mall media systems available ? Compare and differentiate between any two options based upon their structure and placement. 10

8. Write notes on any **two** of the following : $2 \times 5 = 10$

(a) Main Space Users

(b) Mall Rats

(c) Free Rent

(d) U-shaped

9. Define the following : $4 \times 2 \frac{1}{2} = 10$

(a) Regional Mall

(b) Super-Regional Mall

(c) Big Box Store

(d) Outlet Mall
