

01519

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

**Term-End Examination**

**December, 2011**

**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. Write a short note on the growth of shopping mall in India ? 10
2. What is mall management and why regular promotion and marketing is required for a mall ? 10
3. Facility management is an integration of people, place, process and technology. Explain. 10
4. Explain the different classification of malls ? 10
5. Write the advantages and disadvantages for starting a business in mall ? 10

6. Anchor store are important for the success of malls . Explain with example ? 10
  7. Shopping is complete entertainment package for modern consumer . How malls are helping in achieve that ? 10
  8. Tenant mix is important for the long-term success of mall. Why ? 10
  9. How do mall developer decide upon the trade Area of shopping mall ? Explain . 10
  10. Why lease agreement should be made seeing the long term benefit of Tenant ? Write the important parameter of lease agreement. 10
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