

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

Term-End Examination

December, 2016

00407

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define Anchor Store. Explain the advantages of an Anchor Store in a mall. 10
2. Elaborate on how the footfalls can be attracted in malls through sales promotion. 10
3. How important is insurance for a shopping centre ? What are the factors which are to be considered while selecting a policy ? 10
4. Explain the different types of shopping centres. Give suitable examples. 10
5. What is Facility Management in malls ? Explain infrastructure, ambience and traffic management. 10

6. Explain the importance of an occupant and an investor in a shopping centre. 10
7. Highlight the importance of food courts in shopping malls. 10
8. Elucidate on how zoning of tenants in a shopping mall would provide better financial feasibility. 10
9. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Shrinkage
 - (b) Big Box
 - (c) Free Rent
 - (d) T-Shaped Malls
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