

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

**Term-End Examination**

00291

**December, 2017**

**BFW-016 : MALL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any **seven** questions. All questions carry equal marks. Standard notations have usual meaning.*

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1. Define the term Broker. Explain the various functions of a broker in the pre-operational stage of a big shopping centre. 10
2. Discuss the various factors responsible for retail growth in India. 10
3. What is a Lease Agreement ? Explain the important provisions of a lease agreement. 10
4. Explain how good entertainment options help in increasing the footfall in a shopping mall. 10

5. What is an Anchor Store ? Discuss the advantages of an anchor store in a mall. 10
  6. Define HVAC systems. Describe the different types of HVAC systems in a multiplex. 10
  7. Explain the different sources of finance available for a shopping store. 10
  8. Discuss how facilities management is important for a professionally managed mall. 10
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