

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

00456

Term-End Examination

June, 2016

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Explain different types of shopping centres with suitable examples. 10
2. Define Anchor Store. Explain the merits and demerits of Anchor Store in a mall. 10
3. Discuss the retail gravitational model of site selection. 10
4. What is a Heating, Ventilation and Air conditioning system (HVAC) ? Describe in brief the various types of HVAC systems. 10
5. What are the important factors to be considered for broad market area and site specific evaluation ? 10

6. Explain neighbourhood centres, super regional centres and fashion centres with suitable illustrations. 10
7. Discuss the importance of a broker during pre-operational stage of a shopping centre. 10
8. Explain the importance of an occupant and investor in a shopping centre. 10
9. Discuss customer loyalty programmes in retailing with examples. 10
10. Write short notes on any *four* of the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Out Parcel
 - (b) Big Box
 - (c) Theme Centre
 - (d) Lease Agreement
 - (e) Role of IT Applications in Retail
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