

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

Term-End Examination

June, 2015

00064

BFW-016 : MALL MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven of the following questions. All questions carry equal marks.

1. Describe in brief the different types of shopping centres. 10

2. What is Facility Management in a shopping mall ? Explain Infrastructure, Ambience and Traffic Management. 10

3. Explain why food courts are important in a shopping mall. 10

4. How will you design parking to facilitate customers better in a shopping mall ? 10

5. What is tenant mix ? Explain its importance in a shopping centre. 10

6. Why is it important to understand the factors that help in engineering footfalls at a shopping centre ? 10
 7. Explain the importance of a broker during pre-operational stage of a shopping centre. 10
 8. How important is insurance for a shopping centre ? What are the factors to be considered while selecting a policy ? 10
 9. What are the new concepts of malls emerging in India ? 10
 10. What are the various customer perceptions of a mall in India ? 10
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