

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – COMMERCE (RETAIL MARKETING)

MAJOR ELECTIVE COURSE – II : MALL MANAGEMNET

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What is the area in a mall where people can buy clothes and accessories called?
(i) Clothing store (ii) Food court
(iii) Parking lot (iv) Movie theatre
- 2 Define the mall's architectural design should primarily aim to
(i) Maximize retail space (ii) Create an inviting atmosphere
(iii) Limit access to certain areas (iv) Focus only on the exterior design
- 3 Which of the following factor considered when creating tenant mix for a mall?
(i) The aesthetics of each store (ii) The demographic profile of the target
(iii) The store's size and rent only (iv) Whether each store has own parking
- 4 What is the primary goal of shopping mall management?
(i) To increase foot traffic and sales (ii) To increase the number of stores
(iii) To reduce marketing costs (iv) To enhance online shopping
- 5 What environmental challenge are shopping malls facing in the future?
(i) Increasing waste and energy consumption
(ii) Eliminating food courts entirely
(iii) Reducing customer service
(iv) Need to reduce their parking spaces

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Narrate the features of mall.
OR
b Outline the mall positioning strategies.
- 7 a Show the factors to consider when designing a mall.
OR
b Explain the role of accessibility in the architectural design of shopping malls.
- 8 a Analyze the main challenges in leasing administration.
OR
b Describe the important terms related to tenant mix.
- 9 a Show the management of public utilities.
OR
b Summarize the safety measures for fire and other emergencies.
- 10 a Develop the future of shopping malls.
OR
b State the process of merchandise management.

Cont...

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Discuss the challenges of mall development in India.
- 12 Examine the components of a planning and execution framework.
- 13 Identify the expiry and termination of lease in shopping malls.
- 14 Discover the 7 R's of environmental management.
- 15 Summarize the mall development trends in emerging economies.

Z-Z-Z END