



**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a) Explain the reason for the growth of malls in India.  
OR  
b) Explain the difference between the pioneering malls and modern malls in India.
12. a) Explain mall planning frame work.  
OR  
b) Discuss the documentation to be used with perspective tenants.
13. a) Compare the Anchor tenants and main space users.  
OR  
b) Narrate the role of HRM policies in Shopping mall Management.
14. a) Discuss various functions under shopping mall management.  
OR  
b) State the facilities that a shopping mall should offer to its customers.
15. a) List out the benefits of radio frequency Identifications.  
OR  
b) Narrate the role of Database Management in shopping mall.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Discuss the challenges of mall development in India.
17. Enumerate the various stages in the mall designing process.
18. Explain the Best leasing practices in detail.
19. Highlight the different types of Insurance Applicable to shopping malls.
20. Describe the role of Information Technology in present Mall marketing.

Z-Z-Z

END