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### PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

#### **BCom DEGREE EXAMINATION MAY 2023**

(Sixth Semester)

#### Branch - COMMERCE (RETAIL MARKETING)

# DISCIPILINE SPECIFIC ELECTIVE – II MALL MANAGEMENT

	Time: Three Hours	Maximum: 75 Marks
	SECTION-A (1) Answer ALL (1) ALL questions carry E(1)	questions
1.	In retailing there is a direct interaction with_ i) Producer. iii) Wholesaler.	ii) Customer. iv) All of these
2.	The functions of management start withi) Buying. iii) Organizing.	ii) Planning. iv) Supervising
3.	What is a series of markets that is connected 'pass from one market to another'?  i) Wholesale market  iii) Chain of market	like links in a chain because products  ii) Weekly market  iv) Shopping malls
4.	The road side hawkers sell a large building w i) Vegetables iii) Plastic items	ith many floors having. ii) Fruits iv) All of these
5.	Why are shopping malls popular?  i) There isn't any music and fun.  ii) The weather is perfect at any time.  iii) They have everything and all in the same iv) There are often plants and music.	place.
6.	444	ny retailers. ii) Leasing Boucher iv) 'For lease' signage
7.	This is the most preferred mode through which market. It is the easiest route to enter the Indii) FII	ch foreign players have entered the Indian
8.		restaurants and cinema theatres? ii) Weekly market iv) None of these
9.	i) Window Displays	w much of what is going on in-store? ii) Gondolas iv) Shelves
10.	During stage, there are large nu may be more than what the market can diges	mber of similar malls in the market,

ii) Growth

iv) Decline

i) innovation

iii) Maturity

#### 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**