

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – COMMERCE (RETAIL MARKETING)

DISCIPLINE SPECIFIC ELECTIVE – II: MALL MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

1. There is a place for fun in your life Mall of America has verbalized its _____ strategy.
i) Retail Mix ii) Wheel of Retailing
iii) Retail Life cycle iv) Positioning
2. The operation and maintenance of the entire building infrastructure, including the services and utilities, ensuring that they are used in _____
i) Mall Strategy ii) Mall Breed
iii) Mall Management iv) Mall Positioning Strategy
3. How many types of malls are there in India.
i) 2 ii) 4
iii) 6 iv) 8
4. Which of the following is NOT a feasibility analysis criterion?
i) Technical feasibility ii) Resource feasibility
iii) Operational feasibility iv) Economic feasibility
5. _____ is simply putting together a collection of tenants so as to help maximize sales traffic which would in turn increase the sales revenue of the tenants?
i) Rent ii) Profit
iii) Termination iv) Tenant Mix

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a) Explain about the New Mall Breed.
OR
b) Write about the Mall positioning Strategies.
7. a) Brief about the design issues for shopping centers?
OR
b) Write short note on Site of the shopping mall.
8. a) Brief about the Best Leasing Practice.
OR
b) Explain about the important terms related to Tenant Mix.
9. a) Explain about the Bomb threat procedure?
OR
b) Brief out about the Revenue models of Shopping malls.
10. a) What is the role of information technology in present malls marketing?
OR
b) Brief about the benefits of Radio frequency identification.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a) Explain the Challenges of Mall Development in India.
OR
b) Describe about the Types of Shopping Malls.
12. a) Explain about the concept of Mall Designing.
OR
b) Describe about the Mall Space Allocation.
13. a) Explain about the Documentation to be used with prospective tenants.
OR
b) Describe about the Tenant Management.
14. a) Explain about the Environmental Regulations for shopping Malls.
OR
b) Describe about the fire management and parking management.
15. a) Explain the role of technology in shopping mall culture.
OR
b) Describe the challenges before Indian shopping malls.

Z-Z-Z

END