

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – COMMERCE (RETAIL MARKETING)

DISCIPLINE SPECIFIC ELECTIVE- II: MALL MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Retailer is a person who sells the goods in a———.
 - i. large quantities.
 - ii. small quantities.
 - iii. both a & b.
 - iv. none of these.
2. Multiple shops are also known as –
 - i. self service stores
 - ii. departmental stores
 - iii. chain stores
 - iv. shopping by post
3. Why is weekly market called so?
 - i. Because it is held on a specific day of the week
 - ii. Because it is held on alternate days
 - iii. Because it is held daily
 - iv. All of the above
4. For a shopping mall, the retail customer is a _____.
 - i. First tier supplier
 - ii. Second tier supplier
 - iii. First tier customer
 - iv. Second tier customer
5. _____ contains the contact details of many retailers.
 - i. Tenant contact database
 - ii. Leasing Boucher
 - iii. Cold canvassing
 - iv. 'For lease' signage
6. 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 place.
 - iv. There are often plants and music.
7. _____ is bigger and transparent and show much of what is going on in-store
 - i. Window Displays
 - ii. Gondolas
 - iii. Racks
 - iv. Shelves
8. Multiple shops are also known as –
 - i. a. self-service stores
 - ii. chain stores
 - iii. shopping by post
 - iv. departmental stores
9. During _____ stage, there are large number of similar malls in the market, may be more than what the market can digest
 - i. innovation
 - ii. Growth
 - iii. Maturity
 - iv. Decline
10. For a shopping mall, a cleaning company is most likely to be a:
 - i. First tier supplier
 - ii. Second tier supplier
 - iii. First tier customer
 - iv. Second tier customer

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

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

11. a) Describe the emerging Agents in Retailing.
(OR)
b) Explain the reasons for success of malls in India.
12. a) Explain the architecture of modern shopping mall with sample pictures.
(OR)
b) Describe the characteristics of good mall design.
- 13.a) Point out the important terms related to the tenant mix.
(OR)
b) Explain the significance of ground – work in terms of rules required the development of shopping mall in India
14. a) Explain the environmental regulations for shopping mall.
(OR)
b) Explain the revenue models of shopping mall management.
15. a) List out the challenges of Indian shopping mall.
(OR)
b) Explain the role of information technology in mall marketing.

SECTION - C (30 Marks)

Answer any THREE Questions

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

16. Discuss the important types of shopping mall. which of these are commonly observed in India.
17. Point out the Leasing Administration expiry and termination of lease.
18. Discuss the documents used for interaction with perspective tenant.
19. Discuss the house keeping services, cleaning chemicals and Security services in shopping mall management.
20. Describe the different stages of mall life cycles.

Z-Z-Z

END