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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(SECOND YEAR)****220: INTRODUCTION TO MALLS**

Time: Three hours

Maximum: 75 marks

**SECTION-A****(5×3=15)****Answer any FIVE questions**

1. Write the significance of malls.
2. What is a mall?
3. Define regional mall.
4. List the types of mall.
5. What is a theme park?
6. What is a multi store?
7. Explain the functions of a retailer.
8. List the categories of shops available in a mall.

**SECTION- B****(3×10=30)****Answer any THREE questions**

9. Explain the features that consumer looks forward in a mall.
10. Write a note on : a) Plaza b) Town Square c) Outlet mall
11. Discuss the factors affecting the location of a theme park.
12. Explain in the features of any 2 shopping malls established in any metro city in India.

**SECTION- C****(1×15=15)****Answer any ONE question**

13. Trace the history of malls in India.
14. Explain the growth of malls in India-Present and future.
15. What is an amusement and theme park? State two examples for each.

**SECTION- D****(1×15=15)****(Compulsory)**

16. Compare the malls in India and foreign countries. Which has more unique features. Justify your answer.

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