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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(SECOND YEAR)****261: MALL MANAGEMENT**

Time: Three hours

Maximum: 75 marks

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

1. What is a Mall?
2. Who are the stake holders of a mall?
3. What are all the objectives of site selection?
4. Write down the importance of lease agreement.
5. Define Acquisition.
6. Write short notes on about purchase trends in shopping malls.
7. What is meant by market planning?
8. What is the role of mall in entertaining youth?

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

9. Explain in detail about the terminologies used in mall management.
10. Briefly discuss about the shopping centre planning and designing.
11. Describe the components of a lease agreement.
12. What are the norms to be followed for establishing a shopping mall?

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

13. Explain in detail about the commercial leasing and lease agreement.
14. Explain the concept of malls in Indian retail trend.
15. Mention in detail about the overall satisfaction attained by the customer through shopping.

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

16. Suggest your ideas for the successful operation of a mall which is well known to you and also discuss its strength and weakness.

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