

PGDM – (Retail Management) 2013 - 15
Mall Management
RM - 307

Trimester – III, Supplementary Examination: Sep 2014

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

(3 X 5 = 15 marks)

1. Discuss various pros and cons of all type of rents prevalent in retail real estate?
2. Define the terms a) Arcade, b) Big Box, c) Common Area Maintenance, d) Double Dumbbell Shape and e) GLA
3. You are in-charge of an upcoming mall at greater noida, explain how will you achieve a good tenant mix. What would be the broad categories of your tenant mix plan?
4. Explain dynamics among the various stake holders of a Mall / Shopping Centre?
5. List down various job responsibilities of a Mall Manager. What are key responsibilities in leasing in the mall?

Section B

(2 X 10 = 20 marks)

6. Consider you being a turnkey project consultant to DLF's double dumbbell, category killer 400,000 sq feet mall in Yamuna Bank, Delhi. Explain
 - a) How will you conduct Market Analysis,
 - b) How will you evaluate Retail Trade Area Analysis
 - c) How will you do the site control and acquisition
 - d) How will you do Mall Planning and Design

7. Does the management of a mall entertain any kind of footfalls at shopping centre, why or why not? How does multiplex and entertainment zone help in converging shopping and entertainment? How important are the food court to a shopping centre and what can lead to a failure of food court in a shopping centre?

8. Consider you being the Director Marketing – Ansal Plaza, what all activities you and your marketing team will do to attract different kinds of footfalls through various promotions. Also narrate your 360 degree marketing plan for FY 2014-15 and justify them.

Section C

(15 marks)

9. In a survey done at Kolkata, Delhi and Mumbai it was found that the important factor that being rated by consumers for choosing a mall are
 - a) Direct transport and travelling time to the mall
 - b) Safety and cost of travel to shopping centre
 - c) Facilities and space available to socialize with friends and relations
 - d) Wide variety and options of stores
 - e) Availability of food courts/ Restaurants/ café
 - f) Availability of amusement zone/ kids playing area/ arcade
 - g) Availability of cinema/ amphitheater/ entertainment facilities
 - h) Availability of activity zone both inside and outside the mall.
 - i) Parking lot, cost and its overall management
 - j) Cleanliness of shopping centre.

Questions:

1. Explain the importance of each factors mention above
2. Author deliberately hasn't mentioned other important factors. In your own terms please explain what the other possible factors for consumer choosing a mall.
3. On all the above factors, please do a SORT analysis of the mall assign to you (or any mall of over 100,000 sq feet shopping area other then Delhi NCR)