

PGDM RM, 18-20  
Mall Management  
RM-305

Trimester – III, End-Term Examination: March 2019

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**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	10 Marks each	3*10 = 30
B	Compulsory Case Study	20 Marks	20
		<b>Total Marks</b>	<b>50</b>

Section A

- Q1. How is the brand valuation of a mall calculated? List down all the assumptions. Give an example of a mall to illustrate your point. (10)
- Q2. Explain in brief the different funding options for mall developers? How each funding option is relevant at a given stage of development of a mall? Explain REIT in detail. (2.5+2.5+5)
- Q3. A mall coming up between Delhi and Greater Noida of size 8lakh sq.ft and adjacent to the highway has a dilemma. How should the developer position the mall? What should be tenancy mix of the mall? (5+5)
- Q4. (a) The area of a plot is 200 mtr x 120 mtr. 70% of the plot area has to be maintained as a green area. The FAR for the plot is 5. How many floors can be constructed for the given FAR approval? State assumptions (if any). (4+1)
- (b) Show two different types of building designs for an FAR of 4. Take suitable example and explain. (5)

Q5. List the various components of the SCQI for a mall of size 6 lakh sq.ft. in a residential area highway in the table below. Compare this with the SCQI of the mall for which you have done the mall management project. (9+1)

Sl. No	Base quality categories	Weight age	Factors	Weight age	Sub-factors	Actual weight age
1						
2						
3						
4						
5						
6						
7						
8						

**Section B**

Q1.

The owner of a mall proposes the following two rental options to a tenant for a 2000 sq. ft shop:

- (a) (i) Rent of Rs 50/sq.ft/month with rental increase of 5% at the end of each year



There shall be a revenue sharing of 10% on an annual sale of Rs 60 lakhs.

(ii) Rent of Rs 50/sq.ft/month with rental increase of 10% at the end of two years. Sales for the 1<sup>st</sup> year and 2<sup>nd</sup> year is Rs 60 lakhs and Rs 80 lakhs respectively. The revenue sharing shall be 12% on an annual sales each year. The rent increases @ 10% at the end of two years.

Which of the above is a better rental option from the mall owner point of view and the tenant point of view over 2 years? (2x5)

(c) A tenant in a mall asks the facility manager for the breakup of the CAM charges. The facility manager shares the following details with the tenant

Maintenance expenses				
Activity	Frequency	Number/s	Cost(Rs)/ unit for the given time period*	Comment
Water supply pump cleaning	Half yearly	5	600	
Storage water tank cleaning	Quarterly	4	500	
Transformer maintenance	Annually	2	400	
LT panel and bus duct	Half yearly	9	600	
Maintenance of 1500 KVA DG set				DG set was in operation for 6500 hrs over 12 months
B check	After 500 hrs		14000	
C check	After 1200 hrs		65000	
D check	After 6500 hrs		205000	

Operating expenses				
	Description	No's	Expense(Rs)/ tanker	Direct consumption(KL) through municipality
Water supply	Through tankers	10	800	90
Municipality water charges				
Monthly water consumption(KL)	Service Charge (Rs)/year	Volumetric charge(Rs) per KL		
0-6	150	16		

6-15	290	18
15-25	570	25
25-50	1020	30
50-100	1950	40
>100	1300	50
Sewer maintenance charges are 80% of volumetric water charges		

Category	Fixed charges(Rs)/KVA/month	Energy charges(Rs)/KWH
Non- domestic high tension(NDHT) for supply at 13.2 KV and above ( for load greater than 100KW/108KVA)	170	8

The Single Point Delivery Supplier shall charge the NDHT tariff to its LT consumers and in addition shall be entitled to charge an extra up to 3% of the bill amount at NDHT tariff to cover losses and all its expenses

Load for fixed electricity charges	Energy consumption	Total diesel consumption(Rs)/month	
1.3 MVA	1.6 MWH	175000	1MVA= 1000 KVA 1MWH=1000KWH

Description	No's	Salary(Rs)/month
Guards	50	8500
Supervisors	4	19000
Housekeeping staff	35	8500
Housekeeping supervisor	3	19000

The area of the mall is 10 lakh sq.ft. Pl. help the tenant calculate the CAM charges/month (10)