

K.J. Somaiya Institute of Management Studies & Research
Course : PGDM (RETAIL MANAGEMENT) – IV Trimester End Term Exam
Sub : MALL & EVENT MANAGEMENT

Date of Exam : 26/9/2018

Time : ...3....

Marks: 50

Note :

- i. Quality & NOT Quantity will ensure marks**
- ii. Mall & Event needs to be answered in a single Answer Booklet. No Separate Booklets are required.**

I. Attempt the following Descriptive (Essay) Question :

(15 Marks)

1. Patanjali, the flagship brand of Divya Pharmacy Ltd is entering into Dairy Products after successful launch of Cow Ghee which was targeted more to the Modern Trade rather than the General Trade. Divya Pharmacy has a Strategic Tie-up with Grocery Chains D-Mart and Big Bazaar with exclusive lock- in shelf spaces. The Brand thus wants to carry a lots of Events in Malls and Independent Stores to promote their Dairy products. Prepare the following if you are the Event Agency – Eventus:
 - (a) Event Ideation Process
 - (b) Event Plan (estimated budget of 2 Crores spread for 6 months only for Gurugram Malls
 - (c) Event Marketing & Promotions (to attract footfalls for this event)
 - (d) Event Scheduling and Execution (6 months Calendar Plan for the Event)

II. Attempt the following Short Answer Questions :

(10 Marks)

- (a) Five W's of Event Management
- (b) Hall Mark Events
- (c) Disadvantages of Events for a Brand Promotion
- (d) Promoting Destinations through Events (any one country example)

III. Attempt the following Questions

(25 Marks)

1. Developed and managed by CapitaLand, The Celebration Mall, Udaipur, is their first major shopping mall opened in July 2011. Property developer CapitaLand plans to open three more malls in India over the next three years, bringing the total number of its operational malls in the country to six by the end of 2020. CapitaLand's two upcoming malls are Forum, Mysore, and Forum, Cochin, opening next year and in 2019 respectively. These are managed by its unit, CapitaLand Mall Asia. However, they are deciding on the location and initialization for the third mall apart from the ones in Mysore and Cochin. You are hired as a consultant and need to give them a strategy for the Mall right from the inception that is the location to the launch and sustainability of the Mall ? **(15 Marks)**

2. **Explain the following Short notes (ANY 2 out of 4)**

(2X5 = 10 Marks)

- a. Atrium
- b. Vanilla Tenants
- c. Mall Life Cycle
- d. Marketing Calendar for a Mall
