

Enroll No

K.E.Society's  
**Rajarambapu Institute of Technology, Rajaramnagar**  
(An Empowered Autonomous Institute, affiliated to SUK)  
**Unit Test -I ( 2025-26)**  
S.Y.M.B.A.

Q.P. Code
UT 3056

**Course Code: MGE2054**

**Course Name: Mall Management**

Day & Date: Thursday 14/08/2025

Time: 10:30 To 12:30

Max Marks- 25

- Instructions:**
- 1) All questions are compulsory.
  - 2) Figures in rounded( ) brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
  - 3) CO is the index number of the Course Outcome statement.
  - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
  - 5) Assume suitable data if necessary.
  - 6) Use of non-programmable calculators is allowed

			Marks	BT Level	COs
Q.1	A	Emaar Group which also runs the world's biggest Dubai Mall is assessing to set up a mall in Mumbai. The mall will be on similar lines to Dubai Mall and named as Mumbai Mall. Create a Strategic plan for this upcoming "Mumbai Mall"	10	6	1,2
Q.2	A	Create Mall positioning strategies for RBG Mall located in the locality of Karad.	10	6	2
	B	Enlist and elaborate the aspects in Mall Management.	5	2	1

