



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_  
\_\_\_\_\_

Course Code & Name : **RTL1113 Introduction to Retailing**  
Trimester & Year : January – April 2019  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 2 Hours

---

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet in the Answer Booklet provided. You are advised to use a 2B pencil.  
PART B (75 marks) : FIVE (5) short answer questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 7 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (75 MARKS)**

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

---

**Question 1**

Retailers undertake business activities and perform functions that increase the value of the products and services they sell to consumers. Describe **FIVE (5)** value-creating activities undertaken by retailers.

(15 marks)

**Question 2**

Internet retailing involves retailers interacting with consumers via the Internet, whether they use a traditional computer or a laptop, a variety of sizes of tablets, or a smartphone. Examine the benefits of Internet retailing.

(15 marks)

**Question 3**

Illustrate **FIVE (5)** locations of merchandise categories for retailers to increase the chances that customers will shop the entire store and that their attention will be focused on the merchandise the retailer is most interested in selling.

(15 marks)

**Question 4**

As consumer needs and competition within the industry change, new retail formats are created to respond to those changes. Explain the **FIVE (5)** major types of retailers.

(15 marks)

**Question 5**

Customer loyalty means that customers are committed to buying merchandise and services from a particular retailer. Suggest **FIVE (5)** ways that retailers can build customer loyalty.

(15 marks)

**END OF QUESTION PAPER**