



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DRL 1304 RETAIL STORE OPERATIONS**  
 Semester & Year : MAY- AUGUST 2016  
 Lecturer/Examiner : WONG SIEW FONG  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
  - PART A (20 marks) : Answer 20 multiple choice questions. Answers are to be written in the Answer Booklet provided.
  - PART B (80 marks) : Answer FIVE (5) short answer 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 of Hospitality 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 of Hospitality.

**Total Number of pages = 6 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (80 MARKS)**

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

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1. a) Identify and briefly explain **FOUR (4)** characteristics for each head office and store level employees. [8 marks]
- b) Explain the **FOUR (4)** objectives for retail organisation structure. [4 marks]
- c) Describe **FOUR (4)** roles to customers. [4 marks]

**[Total: 16 marks]**

2. Discuss **Four (4)** key components for store procedures and policies. Provide a real life example to support your answer.

**[Total: 16 marks]**

3. a) Briefly explain **FOUR (4)** scopes of housekeeping. [8 marks]
- b) Describe **FOUR (4)** key areas that would maintain store ambiance. [8 marks]

**[Total: 16 marks]**

4. a) Identify and explain **FOUR (4)** types of price tags that are available in retail. [8 marks]
- b) Explain **FOUR (4)** procedures in pricing goods within an independent/ small retailer. [8 marks]

**[Total: 16 marks]**

5. a) Identify **FOUR (4)** importance of effective store planning that a retailer should adopt. [8 marks]
- b) Explain and draw one type store layout suitable for a Pet shop? [8 marks]

**[Total: 16 marks]**

**END OF EXAM PAPER**