



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in words) :

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Subject Code & Name : **BRL1301 PRINCIPLES OF RETAILING**

Semester & Year : May – August 2017

Lecturer/Examiner : Dr. Christine Chow

Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of TWO (2) parts:
  - PART A (60 marks) : Answer all SIX (6) short essay questions. Answers are to be written in the Answer Booklet provided.
  - PART B (40 marks) : Answer all TWO (2) essay questions in Part B. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 3 (Including the cover page)**

**PART A** : **SHORT ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S)** : **There are SIX (6) questions in this section. Answer ALL questions. Write your answers in the Answer Booklet(s) provided for every new question.**

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**Question 1**

Explain any **FIVE (5)** elements and each factors involved in the Market Mix Variables that a firm can control to meet the needs of customers within its target. **(10 marks)**

**Question 2**

Sustainable competitive advantage is when a company's strategies enable it to maintain above average profitability for a number of years. Identify and describe these **THREE(3)** areas with examples. **(10 marks)**

**Question 3**

List the **TEN (10)** types of General Merchandise Retailers **(10 marks)**

**QUESTION 4**

- a) Explain Customer Experience (CX). **( 3 marks)**
- b) Describe customer experience management and how it affects customers. **( 7 marks)**  
**(Total 10 marks)**

**QUESTION 5**

Explain cycle base stock, backup stock, and how retailers try to reduce stocks. **(10 marks)**

**QUESTION 6**

Discount stores have increased in Malaysia. Provide the reasons why discount stores have become very popular and name **THREE (3)** companies that are discount stores in Malaysia. **(10 marks)**

**END OF PART A**

**PART B** : **ESSAY QUESTIONS (40 MARKS)**  
**INSTRUCTION(S)** : **There are TWO (2) questions in this section. Answer ALL questions. Write your answers in the Answer Booklet(s) provided.**

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**Question 1**

Define Merchandising Management and provide **FOUR (4)** types of merchandising management systems (20 marks)

**Question 2**

The Retail industry's success depends on the Structural Determinants of Competition. Identify these determinants and provide details for each. (20 marks)

**END OF EXAM PAPER**