



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BRL3301 CONTEMPORARY ISSUES IN RETAIL**
 Semester & Year : May-August 2017
 Lecturer/Examiner : Jean Tan Chew Chin
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of TWO (2) parts:
 PART A (20 marks) : Answer ANY FOUR (4) SHORT ANSWER STRUCTURED QUESTIONS.
 PART B (80 marks) : Answer ANY FOUR (4) ESSAY QUESTIONS.
 Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : ANSWER ANY FOUR (4) QUESTIONS.

WRITE YOUR ANSWERS IN THE ANSWER BOOKLET(S) PROVIDED.

Question 1

- a) Describe Retailing. (2.5 marks)
 - b) Describe customer relationships. (2.5 marks)
- (Total 5 marks)**

Question 2

Provide **ONE (1)** key trend of challenge in transforming the face of retail. **(5 marks)**

Question 3

- a) Describe the meaning of corporate social responsibility. (2.5 marks)
 - b) Describe the meaning of consumerism. (2.5 marks)
- (Total 5 marks)**

Question 4

- a) Illustrate **ONE (1)** advantage of a merger. (2.5 marks)
 - b) Illustrate **ONE (1)** disadvantage of a merger. (2.5 marks)
- (Total 5 marks)**

Question 5

Define **TWO (2)** types of non- store retailing with examples. **(5 marks)**

END OF PART A

PART B : **ESSAY QUESTIONS. (80 MARKS)**
INSTRUCTION(S) : **ANSWER ANY FOUR (4) QUESTIONS.**
WRITE YOUR ANSWERS IN THE ANSWER BOOKLETS PROVIDED.

Question 1

- a) Explain traditional retail businesses and provide **ONE (1)** example. (5 marks)
 - b) Explain contemporary retail businesses and provide **ONE (1)** example. (5 marks)
 - c) Explain the future retail businesses and provide **ONE (1)** example. (5 marks)
 - d) Describe **ONE (1)** challenge as how to stay in business. (5 marks)
- (Total 20 marks)**

Question 2

- a) Explain **FOUR (4)** steps for corporations to improve standards of retail business ethics (10 marks)
 - b) Explain **FOUR (4)** principles of ethical companies. (10 marks)
- (Total 20 marks)**

Question 3

Retail institutions are evolving in response to challenges.

- a) Define uncontrollable variables. (2 marks)
 - b) State **SIX (6)** uncontrollable variables. (6 marks)
 - c) Explain **SIX (6)** examples of uncontrollable variables. (12 marks)
- (Total 20 marks)**

Question 4

Describe **FOUR (4)** Malaysian government regulations that impact the retail sector?

(20 marks)

Question 5

Lee Thiam Wah, who is the owner of 99Speedmart was struck with Polio at an early age and is wheelchair-bound, now owns 800 minimart outlets throughout Malaysia. Some people blame their circumstances for not being successful, not Lee Thiam Wah, who was dubbed 'The King of Mini Marts. Born into a lower income family, Lee did not enjoy the support and help that kids with his affliction should have been given. His father was a construction worker, and his mother was a hawker, so he did not lead a luxurious life. His parents had to provide for eleven children, so it comes as no surprise that Lee only completed 6 years of school due to financial constraints.

But Lee did not use this as a reason for him to be lazy and when he finished school prematurely, he read books borrowed from neighbours, and sold snacks at a roadside stall to occupy his time. Lee said that he had to do all this, to help himself. "I have to help myself. Nobody would hire me due to my physical limitation," he says.

His "never say die" attitude was forged by his grandmother, who used to tell him "If you do not work hard, what will you amount to?" By the time he was 23, he saved RM 5,000, which was just enough to start a grocery stall and began his retail education. He said that he learned through experience, more than anything. "I learned what customers buy. I know all the suppliers and their pricing. And I studied my competitors thoroughly," says Lee.

In 1992, Lee sold the business for RM 88,000.00 and opened a mini mart. Lee said that he came to this decision because he wanted a challenge.

"I wanted the challenge of running a bigger business. If you do not have scale you cannot compete with Chinese medicine halls on pricing, and you cannot compete with hypermarkets in terms of range". In 1999, he changed the mini mart's name to 99Speedmart. Initially building his empire in Klang with 175 stores, Lee soon took his business nationwide, even extending his empire to East Malaysia. By June 2016, 99Speedmart had launched its 800th outlet in Taman Pahlawan, Melaka.

During the Forbes interview in 2010, it was reported that Lee's business was already ranking in RM 150 million annually and employs 2,000 people in Malaysia. Recent media reports cite that 99Speedmart now employs over 6,000 workers, a fleet of 100 Lorries and 6 distribution centres. Lee Thiam Wah is a real success story, and he has shown to everyone that even physical disability cannot stop pure passion, grit and perseverance.

- a) Explain **FIVE (5)** reasons how Lee Thiam Wah developed his business in today's highly competitive retail marketplace? (10 marks)
 - b) Explain **FIVE (5)** inspirations that you have learned from his experience in retailing? (10 marks)
- (Total 20 marks)**

END OF EXAM PAPER