



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in words) : \_\_\_\_\_  
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Subject Code & Name : **RTL1113 INTRODUCTION TO RETAILING**  
Semester & Year : May-August 2020  
Lecturer/Examiner : Dr. Christine Chow  
Duration : 2 hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (15 marks) : TWO (2) Reflective Questions  
PART B (85 marks) : FOUR (4) Short Answer Questions. Answer all FOUR (4) questions.
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 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 = 4 (Including the cover page)**

**PART A** : **TWO (2) REFLECTIVE QUESTIONS (25 MARKS)**  
**INSTRUCTION (S)** : **Answer ALL TWO (2) questions in this section.**

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**QUESTION 1**

Establishing a strong brand can be the key to long term performance by providing the retailer with considerable advantages. Elaborate on what these advantages are. **(10 MARKS)**

**QUESTION 2**

A retail organisation needs to ensure close relationships with **THREE (3)** critical parties who are important to its success, Identify these three parties and explain what factors the retailer should focus on to have a successful relationship. **(15 MARKS)**

**END OF PART A**

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

**INSTRUCTION(S) : Answer ALL FOUR (4) questions below.**

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**QUESTION 1**

Explain the importance of the Retail Industry **(20 MARKS)**

**QUESTION 2**

Discuss the resources needed to compete effectively in E-Tailing **(10 MARKS)**

**QUESTION 3**

- a. Analyse the Consumer Buying Decision Process and/or Possible Influences on the Process **(20 MARKS)**
- b. Two aspects are used to monitor Customer Relations Management (CRM). Identify and describe what each aspect supports. **( 5 MARKS)**

**QUESTION 4**

Explain the difference between Product Retailing and Service Retailing **(20 MARKS)**