



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1513 PRINCIPLES OF RETAILING**
Semester & Year : May - August 2020
Lecturer/Examiner : Chris Ong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
SECTION A (60 marks) : **FOUR (4) short questions. Answers are to be written in the Answer Booklet provided.**
SECTION B (40 marks) : **TWO (2) essay questions. 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 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 = 3 (Including the cover page)

SECTION A : SHORT QUESTIONS (60 MARKS)

INSTRUCTION (S) : Answers all **FOUR (4)** questions.

Write your answers in the Answer Booklet (s) provided.

1. Retailers are more efficient at performing the activities that will increase the value of products and services for consumers. Explain **THREE (3)** value-creating activities by retailers and give examples.

(15 marks)

2. Discuss **THREE (3)** differences in the nature of the offerings provided by services and merchandise retailers. Provide with relevant examples.

(15 marks)

3. Store channel offer several benefits to customers that they cannot get when they shop through nonstore channels such as catalogs or the internet. Explain **FIVE (5)** advantage of store channel offer benefits to customers in the retail shop.

(15 marks)

4. The most effective approach for reducing employee theft and shoplifting is to create a trusting, supportive work environment. Analyze **THREE (3)** approaches for reducing employee theft and give **THREE (3)** examples to support your explanations.

(15 marks)

SECTION B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION (S) : Answers all **TWO (2)** questions.

Write your answers in the Answer Booklet (s) provided.

1. Customer loyalty are committed to buying merchandise and service from a particular retailer. Loyalty is more than simply liking one retailer over other retailers. Loyalty means that customer will reluctant to patronize competitive retailers such as loyal customers will continue to have their car serviced at Jiffy Lube, even if a competitor opens a store nearby and charges slightly lower prices. You are required to analyze **FIVE (5)** activities that retailers engage in to build loyalty with customers. Provide **FIVE (5)** examples to support your answers.

(20 marks)

2. Retail franchising is the method of opening a single store based on the name, branding, trademark, and products of an existing business. Some well-known examples include McDonald's, Dollarama, PetMobile, and Flip Flop Shops. These businesses are all around us and are often the brands we shop at and trust the most. The key to making a smart purchase of a franchise is taking the necessary time to research franchise opportunities thoroughly. Examine **FIVE (5)** steps that should be taken in to the franchise decision process in your retail firm.

(20 marks)

END OF EXAM PAPER