



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL1113 INTRODUCTION TO RETAILING**  
 Trimester & Year : September - December 2019  
 Lecturer/Examiner : Chang Sheau Huey  
 Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
 PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.  
 PART B (70 marks) : Answer all FIVE (5) short answers 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 = 7 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

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

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1. Identify **SEVEN (7)** key components of a supply chain that link manufacturers to consumers. Provide a real life example to support your answer.

[Total: 14 marks]

2. a) Define “added value”. [2 marks]  
b) Discuss **FOUR (4)** ways on a retailer could add value for consumers. Provide examples to support your answers. [12 marks]

[Total: 14 marks]

3. Describe **SIX (6)** benefits for the evolution from traditional store towards multi-channel retailing. Provide a real life example to support your answer.

[Total: 14 marks]

4. a) Define and describe “wheel of retailing”. [4 marks]  
b) Draw the wheel of retailing which is commonly being used by retailers. [2 marks]  
c) Explain how the **THREE (3)** types of retailer would be involved in the wheel of retailing by providing examples to support your answer. [8 marks]

[Total: 14 marks]

5. a) Briefly explain **SEVEN (7)** advantages of chain stores. [7 marks]  
b) Identify **SEVEN (7)** types of retail organisations. [7 marks]

[Total: 14 marks]

**END OF EXAM PAPER**