



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 : January - April 2023
Lecturer/Examiner : Chang Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer 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. 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)

PART A : SHORT ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **SIX (6)** questions. Write your answers in the Answer Booklet(s) provided.

1. a) Define 'retail management'. [2 marks]
b) Explain **FOUR (4)** micro-environmental factors that should be considered by a retailer. [8 marks]
[Total: 10 marks]

2. Compare **FIVE (5)** differences between supermarket and hypermarket. [Total: 10 marks]

3. Apply **FIVE (5)** types of multiple channels that can be used by the 21st century retailers. [Total: 10 marks]

4. In view of a retailer, describe **FIVE (5)** activities that should be undertaken in a distribution center. [Total: 10 marks]

5. Based on the view of a merchandiser, define the following terms:
 - i. Merchandise Group
 - ii. Department
 - iii. Classification
 - iv. Category
 - v. Stock Keeping Unit (SKU)[Total: 10 marks]

6. a) Explain **TWO (2)** types of visual merchandising display that can draw customer attention. [4 marks]
b) Using a diagram, illustrate a typical store layout of a hypermarket. [4 marks]
c) Referring to answer (b), explain a reason on why this type of store layout is used. [2 marks]
[Total: 10 marks]

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Critically interpret **FOUR (4)** growth opportunities that are available for retailers to pursue. Provide examples to illustrate your answer.

[Total: 20 marks]

2. *“Hypermarket is the fastest growing retail category that creates one-stop shopping experience to customers.”*

Suggest **FIVE (5)** types of retail locations that are available for retailers to run a hypermarket.

[Total: 20 marks]

END OF EXAM PAPER