



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID :

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Student Name : _____

Subject Code & Name : **BRL 1304 MANAGING RETAIL OPERATIONS**
 Semester & Year : January – April 2016
 Lecturer/Examiner : Dr. Christine Chow
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (20 marks) : TWENTY (20) multiple choice questions. Answer all TWENTY (20) questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
 PART B (80 marks) : FOUR (4) Short Answers Questions. Answers ALL FOUR (4) 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 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 = 7 (Including the cover page)

PART B : QUESTIONS (80 MARKS)

INSTRUCTION (S) : Answer all the FOUR (4) questions. Write your answers in the Answer Booklet(s) provided.

QUESTION 1 (20 marks)

Define and explain the following terms used by retailers to obtain merchandise in their stores.

- a) Consignment, (5 marks)
- b) Outright (5 marks)
- c) Concessionaire (5 marks)
- d) Open-to-Buy (5 marks)

QUESTION 2 (20 marks)

- a) Analyse the difference between Customer Care and Customer Service (5 marks)
- b) Discuss the **NINE (9)** different factors that encompass Customer Care in a Store and define what the basic amenities customers expect (15 marks)

QUESTION 3 (20 marks)

Retailers perform various functions to service their respective target market. Explain the following role and function of the respective retail format.

- a) Department store (5 marks)
- b) Supermarket (5 marks)
- c) Specialty outlet (5 marks)
- d) Discount store (5 marks)

QUESTION 4 (20 marks)

- a) Define "Competitive Advantage" (5 marks)
- b) What areas should a retailer look into to realize its competitive (15 marks)

strategy to create and maintain a competitive advantage?

END OF EXAM PAPER