



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DRL 1301 INTRODUCTION TO RETAILING**  
 Semester & Year : JANUARY – APRIL 2016  
 Lecturer/Examiner : KATRINA CHUA  
 Duration : 2 Hours

### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
  - PART A (25 marks) : Answer all TWENTY FIVE (25) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
  - PART B (75 marks) : Answer FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 A : MULTIPLE CHOICE QUESTIONS (25 MARKS)**

**INSTRUCTION(S)** : Questions 1 to 25 are multiple choice questions. Answer ALL questions on the answer sheet provided.

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**END OF PART A**

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

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

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**QUESTION 1**

Identify and explain any **FIVE (5)** key components of a supply chain that links manufacturers to consumers. Provide examples to support your answer. (15 marks)

**QUESTION 2**

Define “added value”. And discuss **FOUR (4)** ways on how does a retailer could add value for consumers. Provide examples to support your answers. (15 marks)

**QUESTION 3**

Explain **SIX (6)** benefits for a retailer to evolve from a traditional store to a multi-channel retailing. Provide examples to support your answer. (15 marks)

**QUESTION 4**

- a) Define and describe “wheel of retailing”. (4 marks)
  - b) Draw the wheel of retailing which commonly being used by retailers. (3 marks)
  - c) Explain the **THREE (3)** types of retailer would involve in the wheel of retailing by providing examples to support your answer. (8 marks)
- (Total: 15 marks)

**QUESTION 5**

Briefly explain **SIX (6)** advantages of chain stores and provide **THREE (3)** examples to illustrate your answer. (15 marks)

**END OF EXAM PAPER**