



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Subject Code & Name : **DRL 1302 MERCHANDISING MATHEMATICS FOR RETAILING**
Semester & Year : JANUARY - APRIL 2016
Lecturer/Examiner : CHANG SHEAU HUEY
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (80 marks) : Answer FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (20 marks) : Answer all calculation 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S) : Questions 1 to 5 are short answer questions. Answer ALL questions on the answer sheet provided.

1. Elaborate **FOUR (4)** key characteristics of buyer behaviour. Provide examples to support your answer.

[Total: 16 marks]

2. Discuss **FOUR (4)** types of price discrimination that can be used by buyer.

[Total: 16 marks]

3. Explain **FOUR (4)** factors that would affect the price which buyer needs to put under consideration while making decision.

[Total: 16 marks]

4. Identify and briefly explain **EIGHT (8)** types of specific pricing strategies that can be used by buyer while dealing with supplier.

[Total: 16 marks]

5. Discuss **FOUR (4)** methods of vendor negotiation skill that should be practised by buyer.

[Total: 16 marks]

END OF PART A

PART B : CALCULATION QUESTIONS (20 MARKS)

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

The ladies department has the following items for sale.

Quantity	Cost \$	Retail \$
24 handbags	RM240.00/ dozen	RM49.90 each
60 necklaces	RM32.00 each	RM89.90 each
36 lipsticks	RM18.50 each	RM39.90

- a) Determine the markup percent of each item based on retail. **[4 marks]**
- b) What is the markup percent of the whole group of items? **[2 marks]**
- c) If the manufacturer of the lipsticks asks the retailer to markup the lipsticks to RM43.90 to follow new market price, what is the new markup percent for lipsticks? **[2 marks]**
- d) If the retailer has to markdown the necklaces to RM69.90, what would the new markup % be? **[2 marks]**
- e) If the retailer were to base this mark-up on cost, what would be the mark-up? **[7 marks]**
- f) If the manufacturer had offered a further discount 5% to the retailer for taking more than 50 pieces of necklaces, what would be the final markup % of the necklaces based on retail? **[3 marks]**

[Total: 20 marks]

END OF EXAM PAPER