



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DRL 1304 RETAIL STORE OPERATIONS**
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 (20 marks) : Answer 20 multiple choice questions. Answers are to be written in the Answer Booklet provided.
PART B (80 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 = 5 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (80 MARKS)

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

1. List and describe **FOUR (4)** rules and regulations that should be practiced in retail store operations.

[Total: 16 marks]

2. a) Define “store layout”. [2 marks]

- b) Illustrate (by drawing) a store layout for a boutique stores. [6 marks]

- c) Explain **TWO (2)** types of store layout that can draw in systematic traffic flow. [8 marks]

[Total: 16 marks]

3. Identify and explain **FOUR (4)** actions on fast moving goods. Provide examples to support your answer.

[Total: 16 marks]

4. Discuss **FOUR (4)** types of enquiries and responses that are commonly practised by a retailer.

[Total: 16 marks]

5. Explain the advantages and disadvantages of credit card transactions.

[Total: 16 marks]

END OF EXAM PAPER