



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID :

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Student Name : _____

Subject Code & Name : **DRL 1307 RETAIL STORE MANAGEMENT**
 Semester & Year : January – April 2016
 Lecturer/Examiner : Dr. Christine Chow
 Duration : 2 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 : SHORT ANSWER QUESTIONS (80 MARKS)

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

QUESTION 1 (20 marks)

- a) Name the different roles and functions involved in a retail store operations (10 marks)
- b) Identify the role a merchandiser play and activities involved in this role? (10 marks)

QUESTION 2 (20 marks)

- a) Identify the different types of customer care provided by a retail outlet to attract customers (10 marks)
- b) Describe in detail the basic amenities a customer expects a retail outlet to have (10 marks)

QUESTION 3 (20 marks)

The store manager plays a large role in ensuring that a retail outlet is managed in a manner to ensure sales objective is met.

- a) Identify the major areas of the store manager’s responsibilities (5 marks)
- b) Provide brief details of these responsibilities to achieve the sales objective. (15 marks)

QUESTION 4 (20 marks)

It is important that the visual merchandising and displays are done in a manner to attract customers.

- a) Analyse the difference between visual merchandising and display. (5 marks)
- b) Explain why these are important to attract customers and describe the elements used in vsual merchandising and display. (15 marks)

END OF PART B