



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **BRL1305 RETAIL LOCATION ANALYSIS**
Trimester & Year : January – April 2018
Lecturer/Examiner : Jean Tan Chew Chin
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (20 marks) : Answer **ALL** the **TWENTY (20)** multiple choice questions.
PART B (80 marks) : Answer **ALL** the **FOUR (4)** structured type questions in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 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.

Total Number of pages = 6 (Including the cover page)

Part A : Answer **ALL** the **TWENTY (20)** multiple choice questions.. **(20 marks)**
INSTRUCTION(S) : Answer **ALL** the **TWENTY (20)** multiple choice questions. Write answer in the booklet(s) provided.

1. Retailing is defined as:

- a. The production orientation
- b. Consumer behavior
- c. Adding value to the products and service sold to consumers for personal and family use
- d. Positioning

2. Which of the following statement **BEST** describes multichannel retailing?

- a. A set of value seeking activities that take place as consumers go about addressing realized needs.
- b. A chain reaction on psychological reaction as consumer identifies their needs.
- c. Selling products and services through multi formats
- d. A set of values that determine the activities that have taken place as consumer identify with their demands.

3. What is a typical sequence of channel for retail distribution?

- a. Manufacturer to wholesaler to retailer to consumer
- b. Manufacturer to consumer to wholesaler to retailer
- c. Wholesaler to manufacturer to consumer to retailer
- d. Manufacturer to retailer to wholesaler to consumer

4. Which of the following statement **BEST** describes retail stores?

- a. A store is place, real or virtual, where shoppers came buy goods and services
- b. Real stores in the mall
- c. A chain stores appeal to target market
- d. Activities that have taken place on demands.

5. The retail stores such as Mydin, Tesco and Giant are examples of:

- a. Hypermarkets
- b. Departmental stores
- c. Supermarkets
- d. Outdoor markets

6. Which are the factors to evaluate retail trading areas?

- a. Availability of labour
- b. Merchandise assortment & competitive assortment
- c. Competitive situation
- d. All the above

7. Cost advantage and product differentiation advantages are known as:
- Competitive advantage
 - Strategic advantage
 - Customer value advantage
 - Corporate image analysis
8. A _____ is a geographic area containing the customers of particular firm or group of firms for specific goods or services.
- Business area
 - Community area
 - Geographic area
 - Trading area
9. The type of retailer that carries a wide variety of product lines, each managed by specialist buyers or merchandisers, is called a:
- Specialty store
 - Departmental stores
 - Hypermarket
 - Convenience store
10. Every store has a physical layout that makes moving around either hard or easy. This “feel” is called:
- Store atmosphere
 - Store location
 - Store personality
 - Store interior
11. Which of the following is **NOT** a major factor in trading area analysis?
- Population characteristics
 - Economic base characteristics
 - Competition and level of saturation
 - Segmentation strategy
12. What are the benefits of competition?
- Lower prices and wider choice
 - Improved quality
 - Better service
 - All the above

13. What are the benefits of business in competition?

- a. Availability of inputs at competitive price
- b. Level playing field
- c. Redressal against denial of market access and other anti-competitive practices
- d. All the above

14. Which of the following is **NOT** a basic consumption process?

- a. Need
- b. Exchange
- c. Demand
- d. Value

15. How do retailers add value to consumers?

- a. Provide assortment and break bulk
- b. Hold inventory
- c. Offer service
- d. All the above

16. What is a particular group of consumers at which a product or service is aimed?

- a. Target marketing
- b. Market segmentation
- c. Mass marketing
- d. Marketing concepts

17. Which of the following does **NOT** benefit retailers to delineating trading area?

- a. Discovery of consumers demographic and socioeconomic characters
- b. Opportunity to determine focus of promotion activities
- c. Opportunity to view media coverage patterns
- d. No competitor analysis outcomes.

18. Segmentation on the basis of languages, religions, race and customs is known as:

- a. Cultural factors
- b. Economics factors
- c. Demographic factors
- d. Geographic factors

19. What is demographic segmentation?

- a. Location, location, location
- b. Age, marital status and Income, wealth and occupation
- c. Spend on unwanted items
- d. Control on buying

20. Central business district consists of:

- a. Small scale wholesalers
- b. Large scale retailers
- c. Medium non-stores retailers
- d. Small retail stores

END OF PART A

PART B : Answer **ALL** the **FOUR (4)** structured type questions. **(80 marks)**
INSTRUCTION(S) : Answer **ALL** the **FOUR (4)** structured type questions in the Answer Booklet provided.

Question 1

- (a) Describe **FIVE (5)** good store designs to capture customers' attention and convenience. (10 marks)
 - (b) Describe **FIVE (5)** space management objectives. (10 marks)
- (Total 20 marks)**

Question 2

You have been appointed as "Adidas" retail manager and is responsible to find a location to open a sport shoes store at Sunway Pyramid mall with 1,280 square feet retailing space.

- (a) Describe **FOUR (4)** checklists on site selection. (2 marks)
 - (b) Describe **FOUR (4)** factors that highly occupied malls have in common. (8 marks)
 - (c) Explain **FIVE (5)** features of a good managed mall. (10 marks)
- (Total 20 marks)**

Question 3

- (a) Explain Reilly's law of gravitation. (10 marks)
 - (b) Explain Huff's law of gravitation. (10 marks)
- (Total 20 marks)**

Question 4

- (a) Describe **FOUR (4)** reasons for Parkson's exit from Maju Junction shopping mall in Jalan Tuanku Aduah Rahman. (12 marks)
 - (b) Explain **TWO (2)** challenges faced by successful malls. (8 marks)
- (Total 20 marks)**

END OF EXAM PAPER