



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1513 Principles of Retailing**
 Trimester & Year : January – April 2019
 Lecturer/Examiner : Elizabeth Tan Ai Gaik
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (60 marks) : SIX (6) SHORT ESSAY Questions, Answers are to be written in the Answer Booklet provided.
 PART B (40 marks) : TWO (2) ESSAY questions. Answers are to be written in the Answer Booklets 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.

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 = 4 (Including the cover page)

PART A : SHORT ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : There are **SIX (6)** short essay questions. Answer **ALL** questions in the Answer Booklet provided.

1. a) Define retailing. (2 marks)
b) Explain any **TWO (2)** functions of retailing. (8 marks)
(Total 10 marks)

2. Briefly explain any **FOUR (4)** of the following. Give an example each.

- I. Department store
- II. Wholesalers
- III. Specialty stores
- IV. Discount stores
- V. Stock keeping unit (SKU)
- VI. Private labels
- VII. Depth of product assortment
- VIII. Staple products

(10 marks)

3. A marketing plan details how a business intends to offer its products or services to consumers and influence their purchases. Discuss **TWO (2)** emerging trends that retailers face and how these trends impact their long term planning strategies.

(10 marks)

4. Retailers aim to effectively manage the flow of merchandise from the vendors to customers. Discuss **TWO (2)** reasons why an efficient supply chain management is important to retailers.

(10 marks)

5. To create an appealing store atmosphere, retailers design the store environment through visual communications: lighting, colors, music, and scent, in order to stimulate customers' perceptual and emotional responses and ultimately to influence their purchase behavior. Discuss any **TWO (2)** types of visual communications mentioned.

(10 marks)

6. Explain **FOUR (4)** objectives in designing a store layout.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : There are **TWO (2)** essay questions. Answer ALL questions in the Answer Booklet provided.

1. a) Using an example, explain omni-channel retailing. (4 marks)
b) Explain **FOUR (4)** benefits of store channel and compare them with the benefits of internet channel.
(16 marks)
(Total 20 marks)

2. Merchandise Management is the process by which a retailer attempts to offer the appropriate quantity of the right merchandise, in the right place and at the right time, so that it can meet the company's financial goals. Discuss the merchandise planning process from forecasting sales to allocating stocks to stores.
(20 marks)

END OF EXAM PAPER