



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL2163 Managing Retail Operations**
 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 (15 marks) : FIFTEEN (15) Multiple Choice Questions, Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (85 marks) : FOUR (4) SHORT-ANSWER 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, 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 = 5 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (15 MARKS)

INSTRUCTION(S) : There are **FIFTEEN (15)** multiple choice questions. Answer **ALL** questions in the Multiple Choice Answer Sheet provided.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (85 MARKS)

INSTRUCTION(S) : There are **FOUR (4)** structured questions. Answer ALL questions in the Answer Booklet provided.

1. a) One of the responsibilities of a store manager is to make sure procedures for opening and closing of stores are carried out properly. Discuss **TWO (2)** key duties to be carried out at opening and **TWO (2)** key duties at closing of stores.

(16 marks)
- b) Explain **TWO (2)** reasons for proper store opening and closing procedures.

(8 marks)
- (Total 24 marks)

2. a) List **FOUR (4)** general duties of store associates to prepare merchandise ready for sale.

(12 marks)
- b) Store staff have to verify that correct merchandise and quantities are delivered. Discuss the **FOUR (4)** methods of checking merchandise that are usually carried out at store level.

(12 marks)
- (Total 24 marks)

3. a) Retail store staff face many challenges in the work environment leading to high staff turnover. Discuss **FOUR (4)** challenges faced by staff in the retail store work environment.

(12 marks)
- b) Suggest **FOUR (4)** ways in which a retail company can attract and keep staff talent.

(12 marks)
- (Total 24 marks)

4. a) Explain the difference between a centralized and decentralized stores organization.

(3 marks)
- b) Compare the advantages of centralized stores to that of decentralized stores.

(10 marks)
- (Total 13 marks)

END OF EXAM PAPER