

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL3114 CONTEMPORARY ISSUES IN RETAIL**

Trimester & Year : January – April 2019

Lecturer/Examiner : Angela Thexeira

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
PART A (20 marks) : Answer ALL FOUR (4) SHORT ANSWER STRUCTURED QUESTIONS.
PART B (80 marks) : Answer ANY FOUR (4) ESSAY 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 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : ANSWER ALL FOUR (4) QUESTIONS

WRITE YOUR ANSWERS IN THE ANSWER BOOKLET(S) PROVIDED

Question 1 (5 marks)

- a) Explain briefly the meaning of '*retail value chain*'. (2 marks)
- b) Provide **THREE (3)** examples of benefits offered by retailers to consumers. (3 marks)

Question 2 (5 marks)

Briefly differentiate between '*expected customer service*' and '*augmented customer service*' and provide **ONE (1)** example for each. (5 marks)

Question 3 (5 marks)

- a) Briefly explain the concept of '*consumerism*'. (1 mark)
- b) Provide, with an example for each, **FOUR (4)** basic rights of consumers. (4 marks)

Question 4 (5 marks)

Give **FIVE (5)** governmental variables that impact international retailing and provide **ONE (1)** example for each. (5 marks)

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)
INSTRUCTION(S) : ANSWER ANY FOUR (4) QUESTIONS
WRITE YOUR ANSWERS IN THE ANSWER BOOKLET(S) PROVIDED

Question 1 (20 marks)

Today's omni-channel retailers – whether they're an exclusive online shop or bridging digital and physical experiences – need to master a host of different elements that translate into a fluid, dynamic shopping experience. Digitally empowered consumers want seamless experiences across all touch points and expect retailers to be on the cutting edge of pricing and products.

Discuss **FIVE (5)** challenges retailers struggle with. Provide examples to justify your discussion.

Question 2 (20 marks)

Shrinking profit margins due to intense competition and consumer interest in lower prices and pressure on retailers to tighten internal cost controls and promote higher-margin goods and services are some of the challenges retailers face.

Discuss any **TWO (2)** methods in which retailers evolve in response to these challenges and provide at least **TWO (2)** examples of companies for each method in your discussion.

Question 3 (20 marks)

Definition for retail internationalization is 'the process of a retailer transferring its retail operations, concepts, management expertise, technology and / or buying function across national borders'.

Discuss, giving examples, **FIVE (5)** reasons for internationalization of retailing.

Question 4 (20 marks)

'Celebrity endorsements sell products'.

Discuss **TWO (2)** advantages and **TWO (2)** disadvantages of celebrity endorsements. Provide examples in your discussion.

Question 5 (20 marks)

'The retail industry has undergone a significant transformation over the past decade and it will continue to evolve quickly'.

Discuss **any FOUR (4)** trends that will shape retail businesses. Provide examples in your discussion.

END OF EXAM PAPER