



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **RTL1123 Retail Store Operations**

Trimester & Year : January – April 2019

Lecturer/Examiner : Elizabeth Tan Ai Gaik

Duration : 2 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. One of the critical areas of store operations is the opening and closing of stores. Discuss **FIVE (5)** key duties to be carried out at opening and at closing of stores.

(20 marks)

2. The task of housekeeping involves cleaning and tidying up working area and customers' area. Discuss housekeeping duties in any **FIVE (5)** areas in the store outlet to be carried out by store staff.

(20 marks)

3. a) Retail store staff face many challenges in the work environment leading to high staff turnover. Discuss **FIVE (5)** challenges faced by staff in the retail store work environment.

(15 marks)

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

(10 marks)

(Total 25 marks)

4. a) Explain **TWO (2)** reasons why stores must ensure that price labels are updated and accurate.

(6 marks)

b) When should stores price tag their merchandise. Why?

(4 marks)

c) Explain the procedures to price tag merchandise in stores.

(10 marks)

(Total 20 marks)

END OF EXAM PAPER