



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1513 PRINCIPLES OF RETAILING**
Semester & Year : January – April 2020
Lecturer/Examiner : Chang Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer SIX (6) short-essay questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer all TWO (2) essay questions. Answers are to be written in the Answer Booklet 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 = 3 (Including the cover page)

PART A : SHORT-ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **SIX (6)** questions. Write your answers in the Answer Booklet(s) provided.

1. Explain the following terms:

- Retailer
- Wholesaler
- Vertical Integration
- Backward Integration
- Forward Integration

[Total: 10 marks]

2. Compare **FIVE (5)** differences between supermarket and hypermarket.

[Total: 10 marks]

3. Explain **FIVE (5)** advantages and **FIVE (5)** disadvantages of shopping centre.

[Total: 10 marks]

4. Identify **FIVE (5)** causes of bullwhip effect in Supply Chain Management.

[Total: 10 marks]

5. a) Define 'visual merchandising'.

[2 marks]

b) Identify **FOUR (4)** ways to create an appealing atmosphere in a retail store.

[8 marks]

[Total: 10 marks]

6. Describe **TWO (2)** factors to determine attractiveness of global markets.

[Total: 10 marks]

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Discuss **FIVE (5)** retail environmental forces that affect a national company's ability to serve its customers.

[Total: 20 marks]

2. Evaluate **FIVE (5)** strategic growth that should be considered by a retailer. Provide examples to illustrate your answer.

[Total: 20 marks]

END OF EXAM PAPER