



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1113 INTRODUCTION TO RETAILING**
 Semester & Year : January – April 2020
 Lecturer/Examiner : Chang Sheau Huey
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 PART B (70 marks) : Answer all FIVE (5) short answers 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 = 2 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. a) Identify **FOUR (4)** unique benefits provided by store channel. [8 marks]
b) Explain **THREE (3)** challenges of effective multichannel retailing. [6 marks]

[Total: 14 marks]

2. a) Illustrate (by drawing) a product life cycle. [2 marks]
b) Describe **FOUR (4)** retail marketing mix that a company uses as a set of tools to achieve its marketing goals. [12 marks]

[Total: 14 marks]

3. Explain **SEVEN (7)** differences between store-based and non-store based retailers.

[Total: 14 marks]

4. a) Define 'Customer Relationship Management'. [2 marks]
b) Describe **FOUR (4)** steps of customer relationship management process. [12 marks]

[Total: 14 marks]

5. Explain **SEVEN (7)** types of training methods that are available for the store employees.

[Total: 14 marks]

END OF EXAM PAPER