

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 2021
Lecturer/Examiner : Angela Thexeira
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FIVE (5) structured 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 = 8 (Including the cover page)

PART B : STRUCTURED QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer ALL the questions. Write your answers in the Answer Booklet(s) provided.

Question 1 (14 marks)

Briefly describe any **SEVEN (7)** store-based retailers and give **ONE (1)** example for each. (14 marks)

Question 2 (14 marks)

- a) Define customer loyalty. (4 marks)
- b) List the Customer Relationship Management process. (4 marks)
- c) List **SIX (6)** ways to make frequent-shopper programmes more effective. (6 marks)

Question 3 (14 marks)

- a) Define 'multi-channel' retailing. (2 marks)
- b) List **THREE (3)** tasks performed by a typical multi-channel retail firm in the following levels:
 - i. Strategic management (3 marks)
 - ii. Merchandise management (3 marks)
 - iii. Store management (3 marks)
 - iv. Administrative management (3 marks)

Question 4 (14 marks)

Briefly explain any **SEVEN (7)** components of a successful retail store layout. (14 marks)

Question 5 (14 marks)

- a) State the meaning of Visual Merchandising. (4 marks)
- b) Briefly explain **FIVE (5)** elements of visual merchandising. (10 marks)

END OF EXAM PAPER