



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL1513 PRINCIPLES OF RETAILING**  
Semester & Year : January – April 2021  
Lecturer/Examiner : Sheau Huey  
Duration : 3 Hours

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#### **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.

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1. Describe **FIVE (5)** types of multiple channels that can be used by the 21<sup>st</sup> century retailers.

[Total: 10 marks]

2. Explain any **FIVE (5)** types of retail location.

[Total: 10 marks]

3. a) Illustrate (by drawing) the information flow and merchandise flow. [4 marks]  
b) Explain merchandise flow, information flow and cash flow from the view of supply chain management. [6 marks]

[Total: 10 marks]

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

[8 marks]

[Total: 10 marks]

5. Compare **FIVE (5)** difference between staple merchandise and fashion merchandise.

[Total: 10 marks]

6. In view of an international retailer, discuss **FIVE (5)** market entry strategies for business expansion.

[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.

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1. Discuss **FOUR (4)** components of retailing market environment that should be considered by a retailer. Provide relevant examples to support your answer.

**[Total: 20 marks]**

2. Explain **TWO (2)** advantages and **TWO (2)** disadvantages of **FOUR (4)** alternative store layouts that allows retailers to use as marketing strategy. Provide **ONE (1)** example for each store layouts to support your answer.

**[Total: 20 marks]**

**END OF EXAM PAPER**