



**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 : May - August 2021  
 Lecturer/Examiner : 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.

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1. Explain **FIVE (5)** advantages and disadvantages of franchising in the retail industry. **[Total: 10 marks]**
  
2. a) State a reason why retailers use multiple channels to interact with customers. [2 marks]  
b) Describe **FOUR (4)** benefits of multichannel retailing. [8 marks]  
**[Total: 10 marks]**
  
3. In view of a retailer, discuss **FIVE (5)** activities that should be undertaken in a distribution center. **[Total: 10 marks]**
  
4. Based on the view of a merchandiser, use example to define the following terms:
  - i. Merchandise Group
  - ii. Department
  - iii. Classification
  - iv. Category
  - v. Stock Keeping Unit (SKU)**[Total: 10 marks]**
  
5. Illustrate **FIVE (5)** store design objectives that should be achieved in the retail industry. **[Total: 10 marks]**
  
6. a) Define 'Retail Market Strategy'. [2 marks]  
b) Describe **FOUR (4)** types of international market entry strategies. [8 marks]  
**[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. Evaluate **FOUR (4)** macro-environmental factors that should be considered by a retailer. Provide examples to support your answer.

**[Total: 20 marks]**

2. *“Hypermarket is the fastest growing retail category that creates one-stop shopping experience to customers.”*

Suggest **FIVE (5)** types of retail locations that are available for retailers to run a hypermarket.

**[Total: 20 marks]**

**END OF EXAM PAPER**