



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL2113 RETAIL LOCATION ANALYSIS**  
 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 (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**  
     **PART B (80 marks) : Answer all FOUR (4) structural type 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 = 5 (Including the cover page)**

**PART B : STRUCTURAL TYPE QUESTIONS (80 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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1. a) Define 'retail location analysis'. Provide three examples to support your answers. [5 marks]
- b) Use example, briefly explain **TWO (2)** main differences between store-based and non-store based in retail industry. [6 marks]
- c) Compare retail delineating of the trading area of an existing store and a new store. Provide examples for each of them to support your answer. [9 marks]
- [Total: 20 marks]
2. a) Identify **TWO (2)** differences between Reilly's law and Huff's law. [8 marks]
- b) Explain **THREE (3)** types of retail location models. Provide examples to support your answer. [12 marks]
- [Total: 20 marks]
3. a) Define 'trading area'. Provide three examples to support your answers. [5 marks]
- b) Describe **FIVE (5)** types of retail site evaluation that should be considered by retailers. [15 marks]
- [Total: 20 marks]
4. Discuss **TWO (2)** advantages and **TWO (2)** disadvantages of **FOUR (4)** alternative store layouts that allows retailers to use as marketing strategy by providing examples for each. [Total: 20 marks]

**END OF EXAM PAPER**