



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL2163 MANAGING RETAIL OPERATIONS**
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 (15 marks) : Answer all FIFTEEN (15) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (85 marks) : Answer all FIVE (5) 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 (85 MARKS)

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

1. a) Compare **SIX (6)** differences between functional organisational pattern and product organisational pattern. [12 marks]
- b) Refers to answer (a), suggest another type of organisational pattern that could be used by retailer. [5 marks]

[Total: 17 marks]

2. Explain **EIGHT (8)** hiring factors that should be practiced by human resource manager in a retail store. Provide an example to support your answers.

[Total: 17 marks]

3. Describe **EIGHT (8)** areas of general retail operations policy that needs to be practiced by retailers. Provide an example to support your answers.

[Total: 17 marks]

4. Apply **FOUR (4)** types of furniture and fixtures that are commonly used by retailer. Provide a real-life example to support your answers.

[Total: 17 marks]

5. *"You can have every product that your customers could possibly want, but if you don't treat your customers well, you can kiss your business goodbye."*

In the perspective of a retail operator, discuss **FIVE (5)** service strategies to retain customers rather than to acquire new customers. Provide **TWO (2)** examples to support your answers.

[Total: 17 marks]

END OF EXAM PAPER