



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL3114 CONTEMPORARY ISSUES IN RETAIL**
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 TWO (2) short-answered questions. Answers are to be written in the Answer Booklet provided.
PART B (80 marks) : Answer all FOUR (4) 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-ANSWERED QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Explain the following terms from a retailer's perspectives:

- a) Electronic Fund Transfer
- b) SWIFT
- c) Consumer-activated system
- d) Electronic Banking
- e) Smart cards

[Total: 10 marks]

2. Illustrate **FIVE (5)** benefits with the use of technologies in green retailing.

[Total: 10 marks]

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)

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

1. *“For a sustainable business it requires sustainable competitive advantage to survive and growth in highly competitive international business environment. Such sustainable competitive advantage is coming from an integrated, strategic approach to ethical behaviour, social responsibility and sustainability in international operations.”*

Discuss the value of ethical behaviour, social responsibility, and sustainability from the retailer’s perspectives.

[Total: 20 marks]

2. Explain **FIVE (5)** importance of ASEAN Free Trade Area (AFTA) that caused a challenge to the retail industry. Provide a real example to support your answers.

[Total: 20 marks]

3. Describe **FIVE (5)** advantages and disadvantages of celebrity endorsement.

[Total: 20 marks]

4. Apply **FOUR (4)** core government regulations that adds compliance costs and possible legal liabilities to the retail sector.

[Total: 20 marks]

END OF EXAM PAPER