BERJAYA
UNIVERSITY COLLEGE

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name	:	**RTL1123 RETAIL STORE OPERATIONS**
Semester & Year	:	May – August 2021
Lecturer/Examiner	:	Angela Thexeira
Duration	:	2 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
   PART A (30 marks)   :   THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
   PART B (70 marks)   :   FIVE (5) structured 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 = 8 (Including the cover page)

PART B : STRUCTURED QUESTIONS (70 MARKS)
INSTRUCTION(S) : **Answer ALL the questions. Write your answers in the Answer Booklet(s) provided.**

Question 1 (14 marks)

a) Briefly describe **FOUR (4)** advantages of physical counting of every item in the shop and storeroom.

(4 marks)

b) Surplus inventory can be a huge headache for retailers. Briefly explain **FIVE (5)** ways in which retailers can liquidate old and surplus inventory. (10 marks)

Question 2 (14 marks)

a) List any **TWO (2)** ways in which a customer can pay for their purchases. (2 marks)

b) Describe **THREE (3)** common problems in cash handling. (12 marks)

Question 3 (14 marks)

a) List any **TWO (2)** common retail security systems used by retail stores. (2 marks)

b) Briefly explain **SIX (6)** threats for retail businesses. (12 marks)

Question 4 (14 marks)

a) State the purpose of a store layout. (2 marks)

b) Explain **SIX (6)** importance of store layout. (12 marks)

Question 5 (14 marks)

a) Briefly describe **THREE (3)** advantages of merchandising. (6 marks)

b) Briefly explain **FOUR (4)** types of merchandising. (8 marks)

END OF EXAM PAPER