



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **RTL2163 MANAGING RETAIL OPERATIONS**
Semester & Year : May - August 2022
Lecturer/Examiner : Chang 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 = 2 (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) Identify **FIVE (5)** characteristics of small independent retailers. [5 marks]
b) Compare **SIX (6)** differences between department stores and chain stores. [12 marks]
[Total: 17 marks]
2. a) Define “safety” in a retail store operation. Provide **TWO (2)** examples to support your answer. [5 marks]
b) State **TWO (2)** functions of Department of Occupational Safety and Health (DOSH). [4 marks]
c) Elaborate **TWO (2)** common ways of managing health and safety in the store. [8 marks]
[Total: 17 marks]
3. a) Define “housekeeping”. [2 marks]
b) List **SEVEN (7)** daily housekeeping activity that will be done by retailers. [7 marks]
c) Describe **FOUR (4)** main areas of retail store that should be done with housekeeping daily. [8 marks]
[Total: 17 marks]
4. a) List any **ONE (1)** fixture that can used in a retail store. [1 mark]
b) Explain advantages and disadvantages of **FOUR (4)** alternative store layouts that allows retailers to use as marketing strategy and provide an example each. [16 marks]
[Total: 17 marks]
5. a) Define “gaps model”. [2 marks]
b) Describe **FIVE (5)** gaps model of measuring service quality from different perspectives. [15 marks]
[Total: 17 marks]

END OF EXAM PAPER