



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL3114 CONTEMPORARY ISSUES IN RETAIL**  
Semester & Year : May - August 2022  
Lecturer/Examiner : Sheau Huey  
Duration : 3 Hours

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**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.

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1. Briefly explain **TWO (2)** types of participants/ intermediaries in the retail industry.

**[Total: 10 marks]**

2. Describe **FIVE (5)** benefits of electronic banking in retail industry.

**[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.

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1. From the view of a retailer, suggest **FIVE (5)** ethical standards for corporate governance.

**[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. *“Coke is often associated with happiness and it’s a fact that in Mandarin, Coca-Cola means “Delicious Happiness”. The secret to its success is still unknown in formula yet starting in its first year of operation in 1886 in Atlanta, Georgia, creator John Pemberton sold an average just of nine servings of Coca-Cola every day. Today, 133 years later, that daily number has increased to 1.9B servings of the company’s products in total. (Coca-Cola Company, 2021)”*

Apply Paid, Earned, Shared and Owned (PESO) model into case above that can encourage publications to write stories about their business and brand to increase credibility.

**[Total: 20 marks]**

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

**[Total: 20 marks]**

**END OF EXAM PAPER**