



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1513 PRINCIPLES OF RETAILING**
Semester & Year : May - August 2024
Lecturer/Examiner : Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer SIX (6) short essay questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer all TWO (2) 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 ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **SIX (6)** questions. Write your answers in the Answer Booklet(s) provided.

1. Identify **FIVE (5)** characteristics of hypermarket and convenience store respectively.

[Total: 10 marks]

2. a) Explain **FOUR (4)** benefits of multichannel retailing. [8 marks]
b) State a reason on why retailers use multiple channels to interact with customers. [2 marks]

[Total: 10 marks]

3. In view of a retailer, suggest **FIVE (5)** types of retail location that can be considered by a new venture business.

[Total: 10 marks]

4. a) Illustrate (by drawing) the information flow and merchandise flow. [4 marks]
b) Explain merchandise flow, information flow and cash flow from the view of supply chain management. [6 marks]

[Total: 10 marks]

5. a) Define 'Customer Relationship Management'. [2 marks]
b) Explain **FOUR (4)** steps of customer relationship management process. [8 marks]

[Total: 10 marks]

6. a) Explain **TWO (2)** types of visual merchandising display that can draw customer attention. [4 marks]
b) Using a diagram, illustrate a typical store layout of a hypermarket. [4 marks]
c) Referring to answer (b), explain a reason on why this type of store layout is used. [2 marks]

[Total: 10 marks]

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

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

1. Discuss any **FIVE (5)** key components of a retail chain link from manufacturers to consumers. Provide examples to support your answer.

[Total: 20 marks]

2. Critically discuss **FIVE (5)** opportunities for retailers to develop sustainable competitive advantage in the retail industry. Provide examples to support your answer.

[Total: 20 marks]

END OF EXAM PAPER