

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BRL 1303 RETAIL MARKETING**
Semester & Year : MAY – AUGUST 2016
Lecturer/Examiner : KATRINA CHUA
Duration : THREE (3) Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **THREE (3)** parts:
PART A (20 marks) : Answer all **TWENTY (20)** multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (60 marks) : Answer all **FOUR (4)** questions in Part B. Answers are to be written in the Answer Booklet provided.
PART C (20 marks) : Answer **ONE (1)** question in Part C. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 of Hospitality 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 of Hospitality.

Total Number of pages = 6 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : There are **FOUR (4)** questions in this section, answer all questions.
Write your answers in the Answer Booklet(s) provided.

QUESTION 1

Cultural factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture and social class. Describe and explain culture, subculture and social class. (15 marks)

QUESTION 2

Discuss the principal product decisions companies make regarding their individual products and services. (15 marks)

QUESTION 3

Define marketing strategy. Explain how marketing strategies help organizations. (15 marks)

QUESTION 4

Describe the significance of public relations as a mass-promotion tool and compare why a public relations campaign can be a more cost-effective option for corporations than an advertising campaign. (15 marks)

END OF PART B

PART C : ESSAY QUESTION (20 MARKS)

INSTRUCTION(S) : There is **ONE (1)** question in this section. Write your answers in the Answer Booklet(s) provided.

Scenario: In the 1970s, Shipshewana was only a small town with a hardware store, a grain mill, a shoe store, a small restaurant, and a grocery store. Over the next two decades, the small town transformed into an international tourist attraction, attracting thousands of tourists who were intrigued by the lifestyle of Shipshewana's largest population—the Amish.

(AMISH is a group of traditionalist Christian church fellowships with Swiss origins; a strict sect who established major settlements in Pennsylvania, Ohio, USA)

Ben and Mary Miller, having grown up within the Amish faith, decided to capitalize on their town's popularity and their woodworking skills. Their shop, Indiana Wood, began with a small display of handmade hickory rocking chairs, Ben Miller's specialty. But within a few months, the display at Indiana Wood included picnic tables, flower boxes, and small handmade novelty items. No other shop offers the same variety.

Mary Miller decorated the shop's display room with authentic Amish décor and eventually hired three Amish friends to sew and embroider napkins and other textiles as customers had requested such items. In addition, two women from the Amish community sought permission from the Millers to display home-baked pastries and jellies on Tuesdays and Wednesdays, when Shipshewana attracts swarms of visitors to its flea market on the south edge of town. The Millers also hired four more people to help customers throughout the purchasing process and to provide the required product-related information to the customers.

"Shipshewana is full of specialty shops," Mary Miller stated. "People don't come here to buy things made in China or Taiwan. They want real, Amish-made goods."

Question:

Discuss how the latest trend in retailing can influence the expansion strategy for Indiana Wood (to expand its Amish-made goods, not only in Shipshewana but also to visitors from around the state of OHIO and the country).
(20 marks)

END OF QUESTION PAPER