



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **RTL1113 INTRODUCTION TO RETAILING**  
Semester & Year : May - August 2016  
Lecturer/Examiner : KATRINA CHUA  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (25 marks) : Answer all TWENTY FIVE (25) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.  
PART B (75 marks) : Answer FIVE (5) short answer questions. 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 = 7 (Including the cover page)**

**PART B** : SHORT ANSWER QUESTIONS (75 MARKS)

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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**QUESTION 1**

Identify and explain **FIVE (5)** key differences between products and services. Provide examples to support your answer. (15 marks)

**QUESTION 2**

- a) Define “macroenvironment”. (3 marks)
- b) Discuss **FOUR (4)** types of macro environment that a retailer would need to put under consideration while operating the business. Provide examples to support your answers.

(12 marks)

(Total: 15 marks)

**QUESTION 3**

- a. Define Multichannel Retailer (Omni retailer). (3 marks)
- b. Explain **THREE (3)** benefits of Multichannel retailing. (6 marks)
- c. Provide **THREE (3)** types of multichannel retailing (Omniretailing). Provide examples to illustrate your answers. (6 marks)

(Total: 15 marks)

**QUESTION 4**

List and briefly explain **FIVE (5)** types of international expansion strategies in an entry mode for retailers. (15 marks)

**QUESTION 5**

Compare and contrast **FIVE (5)** differences between departmental store and convenient store. (15 marks)

**END OF EXAM PAPER**