



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL1513 PRINCIPLES OF RETAILING**  
 Trimester & Year : May-August 2018  
 Lecturer/Examiner : Elizabeth Tan Ai Gaik  
 Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
     **PART A (60 marks) : SIX (6) SHORT ESSAY Questions, Answers are to be written in the Answer Booklet provided.**  
     **PART B (40 marks) : 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)** : There are **SIX (6)** short essay questions. Answer **ALL** questions in the Answer Booklet provided.

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1. Explain the **FOUR (4)** functions of retailing. (10 marks)
2. Briefly explain any **FIVE (5)** of the following:
  - I. Department store
  - II. Wholesalers
  - III. Specialty stores
  - IV. Discount stores
  - V. Stock keeping unit (SKU)
  - VI. Private labels
  - VII. Product assortment
  - VIII. Staple products(10 marks)
3. Explain the **TWO (2)** prime locations for merchandise display in a retail store layout; give examples of the type of merchandise that should be displayed in these areas. (10 marks)
4. Retailers effectively use graphic photo panels to add personality, beauty, and romance to the store's image. Briefly discuss **FOUR (4)** types of signages often used in a retail store. (10 marks)
5. To create an appealing store atmosphere, retailers design the store environment through visual communications: lighting, colors, music, and scent, in order to stimulate customers' perceptual and emotional responses and ultimately to influence their purchase behavior. Discuss any **TWO (2)** types of visual communications mentioned. (10 marks)
6. Explain **FOUR (4)** objectives in designing a store. (10 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION(S)** : There are **TWO (2)** essay questions. Answer ALL questions in the Answer Booklet provided.

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1. a) Define multichannel retailing? (2 marks)  
b) Explain **THREE (3)** reasons why store-based retailers are evolving into multi-channel retailers. (9 marks)  
c) Discuss **THREE (3)** benefits of multichannel retailing. (9 marks)  
(Total 20 marks)
  
2. List and explain **FIVE (5)** approaches to building customer loyalty. (20 marks)

**END OF EXAM PAPER**