



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **RTL2163 Managing Retail Operations**
Trimester & Year : May-August 2018
Lecturer/Examiner : Jean Tan Chew Chin
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (15 marks) : Answer All FIFTEEN (15) Multiple Choice Questions.
PART B (85 marks) : Answer All FOUR (4) Structured-Type 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 = 5 (Including the cover page)

PART A : 15 MULTIPLE CHOICE QUESTIONS (15 MARKS)
INSTRUCTION(S) : QUESTIONS 1 to 15 ARE MULTIPLE CHOICE QUESTIONS.
ANSWER ALL QUESTIONS ON THE ANSWER SHEET PROVIDED.

1. When the retailers grant their employees empowerment, they are giving them:
 - a. The power to set their own hours
 - b. The power to determine what products should be featured in the retailer's weekly advertisement
 - c. The power to make things right with the customer
 - d. All of the above
2. Training and development program should:
 - a. only be concerned with new employees
 - b. gets rid of the least productive employees within the first two years
 - c. only focusses on operational skills
 - d. be an ongoing process
3. Which of the following are Mazur plan functional areas?
 - a. Merchandising, store management, publicity, accounting and control
 - b. Motivation, operation, quality, financial and control
 - c. Management, location, design and advertising
 - d. Cash flow, location, publicity, financial and control
4. A store department issues materials to the production department on the basis of:
 - a. Goods received note
 - b. Purchase requisition
 - c. Store's requisition
 - d. Material transfer note
5. The difference between the actual cost and standard cost is called:
 - a. Profit
 - b. Loss
 - c. Sales
 - d. Variance
6. Safety stock is related to:
 - a. Inventory control
 - b. Quality control
 - c. Employee control
 - d. Strategic control

7.What are the four main causes of retail loss?

- a. Customers, employees, vendors and administration
- b. Selling, pricing, purchasing and distributing
- c. Buying, selling, employees and security
- d. Customers, employers, vendors and security

8.Which of the following is a function of purchasing department?

- a. Receive purchase requisition
- b. Supplier selection
- c. Order placement
- d. All of the above

9.Which of the following cost is associated with inventories?

- a. Carrying cost
- b. Ordering cost
- c. Over stocking cost
- d. All of the above

10. To make correct decisions, data must be:

- a. very accurate
- b. massive
- c. processed correctly
- d. collected from diverse sources

11. Operational information is needed for:

- a. day to day operations
- b. meet government requirements
- c. long range planning
- d. short range planning

12. Operational information is:

- a. haphazard
- b. well organized
- c. unstructured
- d. partly structured

13. Every record stored in a master file has a key field because:

- a. it is the most important field
- b. it acts as a unique identification of record
- c. it is the key to the database
- d. it is a very concise field

14. Data mining requires:

- a. large quantities of operational data stored over a period of time
- b. lots of tactical data
- c. several tape drives to store archival data
- d. large mainframe computers

15. Information gathered for marketing research is from:

- a. inside the organization
- b. outside the organization
- c. All of the above
- d. None of the above

END OF PART A

PART B : **FOUR (4) STRUCTURED-TYPE QUESTIONS. (85 MARKS)**
INSTRUCTION(S) : **ANSWER ALL FOUR (4) QUESTIONS.**
WRITE YOUR ANSWERS IN THE ANSWER BOOKLET(S) PROVIDED.

Question 1

Operating a retail business can be fun and rewarding, but without effective management procedures, it can be a lot of headaches. If you have put the proper systems in place so that your store is on autopilot, you will be successful.

- (a) Explain **FOUR (4)** factors when recruiting and selecting of right employees to ensure store management is done well. (8 marks)
 - (b) Describe **FOUR (4)** ways to reduce inventory loss. (12 marks)
- (Total 20 marks)**

Question 2

For a retail company to succeed for a long term, operational areas need to be well managed. Human resource management in retailing not only requires that a company hire and train good employees, but also keep them motivated.

- (a) Describe **FIVE (5)** purposes of job description to recruit employees. (10 marks)
 - (b) Describe **FIVE (5)** duties and responsibilities of departmental operation manager. (10 marks)
- (Total 20 marks)**

Question 3

Having finalized decisions on location and type of outlet, it is necessary to consider of the detail how the business will appear to potential customers, irrespective of the brands and products.

- (a) Describe **FIVE (5)** basic requirements in store design to communicate a strong message about the brand to the consumer. (10 marks)
 - (b) Explain the concept of a free-flow design. (2 marks)
 - (c) Explain **FOUR (4)** advantages and **FOUR (4)** disadvantages of a free flow layout. (8 marks)
- (Total 20 marks)**

Question 4

You have been given an opportunity to manage the store for upcoming promotional activities, and have a meeting with your team to plan the activities.

- (a) Describe how you will be implementing the promotional plan? (2 marks)
 - (b) Illustrate the steps in developing a promotion strategy. (2 marks)
 - (c) Explain the **SEVEN (7)** activities that you and your team plan to manage the store promotion. (21 marks)
- (Total 25 marks)**

END OF EXAM PAPER