



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : RTL1113 INTRODUCTION TO RETAILING
 Trimester & Year : May-August 2018
 Lecturer/Examiner : Elizabeth Tan Ai Gaik
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (25 marks) : TWENTY-FIVE (25) Multiple Choice Questions, Answers are to be written in the Multiple Choice Answer Sheet provided.
 PART B (75 marks) : FIVE (5) short answer 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 = 6 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (25 MARKS)

INSTRUCTION(S) : There are **TWENTY FIVE (25)** multiple choice questions. Answer **ALL** questions in the Multiple Choice Answer Sheet provided.

1. Which statement concerning retailing is **CORRECT**?
 - A. Retailing activities cannot be performed by wholesalers.
 - B. All retail activities are store-based
 - C. A lawyer purchasing stationery for use in his/her office is an example of retailing
 - D. It is the last stage in the distribution process
2. Which of the following business would **NOT** be considered a retailer?
 - A. A fruit stall in the market
 - B. Chocolate Slurpee
 - C. A Dental Surgery
 - D. Guardian Pharmacy
3. A _____ is a business that sells products and/or services to consumers for their personal or family use.
 - A. manufacturer
 - B. wholesaler
 - C. supplier
 - D. retailer
4. What is a retailer's role in a supply chain?
 - A. Act as the liaison between manufacturers and suppliers.
 - B. Buy merchandise exclusively from the manufacturers.
 - C. Negotiate with manufacturers to draw contracts for wholesalers.
 - D. Add value to products and services sold to customers.
5. What is a multi-channel retailer?
 - A. A combination of single channel retailers
 - B. Distributes different products through stores
 - C. Works with other retailers who are in the channel
 - D. Sells merchandise or services through more than one channel
6. Which of the following is **NOT** a benefit of a store channel shopping experience?
 - A. 'Virtual try-on'
 - B. 'Touch and feel'
 - C. Immediate gratification
 - D. Personal service
7. Which retail channel has the **LEAST** perceived risk when purchasing products?
 - A. Internet
 - B. Stores
 - C. Catalogues
 - D. Mobile retailing

8. Which of the following is a component of retail mix?
- A. Product design
 - B. Market intelligence
 - C. Human resource policy
 - D. Pricing policy
9. Which of the statement does **NOT** fit the description of a '7-eleven' store?
- A. It offers the cheapest prices on almost every category of products.
 - B. It is conveniently located, such as in residential areas and petrol stations.
 - C. It sells fast moving goods with narrow and shallow merchandise range.
 - D. It practices self-service retail shop concept.
10. Which of the following environmental factor(s) will affect a Retailer's performance?
- A. Demographics - target market age, income and population.
 - B. Social - lifestyle, product and service preferences.
 - C. Economics - disposable income, purchasing power and buying trend.
 - D. All the above
11. Which of the following factors will **MOST** influence the retailer's pricing policy?
- A. Customers have the habit of bargaining, so retailer applies a high markup.
 - B. The competitor's pricing in the same shopping complex and in the overall market.
 - C. The current retail prices that have sold very well for the past two years.
 - D. Using a fixed price policy because the company's image must be maintained at all cost.
12. Why do retailers organize sales promotion regularly throughout the year?
- A. To encouraged customers to buy more items with irresistible pricing offers.
 - B. To create a buying atmosphere with a wide selection of promotional goods.
 - C. To clear slow moving goods, thus create more space for new merchandise.
 - D. All of the above.
13. What are manufacturer's brands also known as?
- A. House brands
 - B. Private labels
 - C. National brands
 - D. Generic brands
14. In a specialty store the merchandise assortment is **MOST** likely to be:
- A. wide and deep
 - B. wide and shallow
 - C. narrow and deep
 - D. narrow and shallow
15. Which of the following decides on the SKUs for the store?
- A. The retailer
 - B. The manufacturer
 - C. The transporter
 - D. All of the above
16. Which of the following **DOES NOT** define direct competitors?
- A. Selling the same products
 - B. Having the same retail concept
 - C. Situated within same catchment area
 - D. Same products but different catchment area

17. Which of the following is **NOT** considered a criteria for selecting a target retail market?
- A. Large consumer population
 - B. Little competition
 - C. Compatible image and reputation
 - D. Consistent with retailer's competitive advantages
18. Which of the following approach(es) is(are) used by retailers to Build Customer Loyalty?
- A. Unique Merchandise
 - B. Customer Service
 - C. Customer Relationship Management Programs
 - D. All of the above
19. What does VMI stand for?
- A. Vendor markdowns on inventory
 - B. Vendor managed inventory
 - C. Value markdowns on inventory
 - D. Vendor markups and incentives
20. Identify the **CORRECT** sequence in the steps in employment management process:
- i. Recruit and select employees
 - ii. Evaluate employee performance and provide feedback
 - iii. Socialize and train new employees
 - iv. Motivate and manage employees to achieve store performance goals
- A. I, ii, iii, iv
 - B. I, iii, iv, ii
 - C. Ii, I, ii, iv
 - D. Iii, iv, I, ii
21. Retailers use the following in their compensation programs for sales staff, **EXCEPT**:
- A. staff purchase
 - B. straight commission
 - C. quota bonus plan
 - D. group incentives
22. Which of the following is (are) part of the socialization of new store employees?
- A. On-the-job learning
 - B. E-training
 - C. Structured programmes
 - D. All of the above
23. Which of the following explains LTV (Lifetime Value) of customers?
- A. Analyzing the customer database and convert the data into information that will help retailers develop programs for building customer loyalty
 - B. Using past behaviors to forecast future purchases, the gross margin from these purchases, and the costs associated with serving the customers
 - C. The expected contribution from the customer to the retailer's profits over his or her entire relationship with the retailer
 - D. Classifying customers by recency, frequency, and monetary value of purchases (RFM Analysis)

24. Which of the following is **NOT** considered as benefits of establishing in-house brand merchandise?
- A. To strengthened brand image
 - B. To have exclusive merchandise
 - C. To increase product assortment
 - D. To improve product quality
25. The following are types of Store Layouts, **EXCEPT**:
- A. Grid
 - B. Overlap
 - C. Racetrack
 - D. Free Form

END OF PART A

PART B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : There are **FIVE (5)** short answer questions. Answer ALL questions in the Answer Booklet provided.

1. Draw and label a diagram to illustrate the supply chain process of the traditional retail industry. (5 marks)
2. Discuss **FOUR (4)** ways in which a retailer can add value for customers. (10 marks)
3. List **THREE (3)** types of retailers you know and explain the characteristics of each retailer. Provide examples to illustrate your answers. (15 marks)
4.
 - a) What is multichannel retailing? (3 marks)
 - b) Discuss **FOUR (4)** types of multi channels that are normally used by retailers. (12 marks)
 - c) What are **TWO (2)** benefits of multichannel retailing? Discuss (10 marks)(Total 25 marks)
5. Explain **FIVE (5)** objectives in designing a store layout. (20 marks)

END OF EXAM PAPER