BERJAYA UNIVERSITY COLLEGE

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name   :   **RTL2113 RETAIL LOCATION ANALYSIS**
Trimester & Year   :   May - August 2019
Lecturer/Examiner   :   Chang Sheau Huey
Duration   :   3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 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 (80 marks)   :   Answer all FOUR (4) structural 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 B   **: STRUCTURAL TYPE QUESTIONS (80 MARKS)**

INSTRUCTION(S)   **:** Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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1. a) Define 'trading area'. Provide three examples to support your answers.   [5 marks]

   b) Explain any **FIVE (5)** types of retail site evaluation that should be considered by retailers.

   [15 marks]

   [Total: 20 marks]

2. a) Describe any **FOUR (4)** types of leasing that can be used by retailer.   [8 marks]

   b) As an entrepreneur, examine any **FOUR (4)** types of retail market analysis. Provide examples for each of them to support your answer.

   [12 marks]

   [Total: 20 marks]

3. a) Discuss **FOUR (4)** types of factor influencing consumer behaviour. Provide examples for each of them to support your answer.   [12 marks]

   b) Briefly define "needs"," wants", and "demands". Provide examples to support your answer.

   [8 marks]

   [Total: 20 marks]

4. a) Discuss **FOUR (4)** types of store layout that can be considered by an entrepreneur. Provide examples to support your answer.   [12 marks]

   b) Using diagram, illustrate a typical store layout of a restaurant.   [4 marks]

   c) Briefly explain **TWO (2)** types of visual merchandising display that can draw customer attention.   [4 marks]

   [Total: 20 marks]

END OF EXAM PAPER