



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL2153 BUYING AND MERCHANDISING DECISIONS**
Trimester & Year : MAY- AUGUST 2019
Lecturer/Examiner : Wong Siew Fong
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. Answers are to be shaded in the Multiple- Choice Answer Sheet provided.
PART B (85 marks) : Answer all 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 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 B : SHORT ANSWER QUESTIONS (85 MARKS)

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

1. a. Provide an explanation for each staple merchandise and fashion merchandise categories. **[5 marks]**
b. Describe FOUR (4) ways how buyers' planning could reduce the amount markdowns? **[15 marks]**
2. a. Explain TWO (2) legal and ethical pricing issues need to be considered when retailers set their prices? **[5 marks]**
b. Describe FOUR (4) sources of information for retailers to develop forecasts for fashion merchandise categories. **[10 marks]**
3. a. Describe the Multi attribute method for evaluating Vendors. **[10 marks]**
b. Illustrate the above method with a diagram. **[10 marks]**
4. a. Describe FOUR (4) main functions of a retail buyer. **[10 marks]**
b. How do retailers evaluate their merchandise management performance? **[5 marks]**
5. a. Define what is strategic partnership with retailer and vendors over buying functions? **[5 marks]**
b. Describe the series of phases to establish such a level of relationship and involvement. **[10 marks]**

END OF EXAM PAPER