



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BRL1301/RTL1513 PRINCIPLES OF RETAILING**
Semester & Year : September - December 2016
Lecturer/Examiner : Katrina Chua
Duration : THREE (3) Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer THREE (3) questions in Part B. 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 of Hospitality 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 of Hospitality.

Total Number of pages = 4 (Including the cover page)

PART A : ESSAY QUESTIONS (60 MARKS)

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

QUESTION 1

Distinguish between variety and assortment of merchandise. Provide examples for each to illustrate your answers. (10 marks)

QUESTION 2

To develop strategic business management processes, a retailer must understand three (3) main factors relating to the retail environment. Name these **THREE (3)** factors and explain how these factors impact the environment. (15 marks)

QUESTION 3

Explain the advantages and disadvantages of a grid layout. Provide example of a retailer that uses the grid layout format and why? (15 marks)

QUESTION 4

a) Explain different approaches a retailer can develop sustainable competitive advantage; to get customers to purchase from them rather than their competitors. (15 marks)

b) Suggest which approaches are sustainable and are difficult for competitors to match easily? (5 marks)

(Total: 20 marks)

END OF PART A