



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID : 

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Student Name : \_\_\_\_\_  
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Subject Code & Name : **BRL 1304 MANAGING RETAIL OPERATIONS**  
 Semester & Year : September– December 2016  
 Lecturer/Examiner : Wong Siew Fong  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
  - PART A (15 marks) : FIFTEEN (15) multiple choice questions. Answer all FIFTEEN (15) questions. Answers are to be written in the Multiple Choice Answer Sheet provided.**
  - PART B (85 marks) : FIVE (5) Short Answers Questions. Answers ALL FIVE (5) 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 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 = 5 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (85 MARKS)**

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

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1. In store operation, there are 4 (Four) Types of promotional guidelines.
  - a) List 4 (Four) of the important promotion guidelines. (12 Marks)
  - b) Identify 2(Two) types of promotion activities of a Specialty Store e.g. MR DIY. (8 Marks)

**[Total: 20 marks]**
2. In retailing, the most important part of research is to analyze the data.
  - a) Define the 2 (Two) reasons for analyzing research data. (10 Marks)
  - b) Describe the 5 (Five) stages of processing data. (10 Marks)

**[Total: 20 marks]**
3. In managing a store, there are some important functions that are vital to maintain the business.
  - a) Define the 6 (Six) major functions of store operations. (12 Marks)
  - b) Explain the process of “Housekeeping” in store operation. (3 Marks)

**[Total: 15 marks]**
4. When you are hired as an operation executive by one of largest retailer to open a new store:
  - a) List out 4(Four) most important space planning consideration. (12 Marks)
  - b) Define the term “Shrinkage”. (3 Marks)

**[Total: 15 marks]**
5. Good Customer service in a retail store goes far beyond making that one sale to that one customer.
  - a) Identify 4 (Four) good customer service that will increase the business. (12 Marks)
  - b) Define the term “Customer Service” (3 Marks)

**[Total: 15 marks]**

**END OF EXAM PAPER**

