



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **DRL1301 INTRODUCTION TO RETAILING**  
 Semester & Year : September-December 2016  
 Lecturer/Examiner : Katrina Chua  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
  - PART A (25 marks) : Answer all TWENTY FIVE (25) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (75 marks) : Answer FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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.

**PART B : SHORT ANSWER QUESTIONS (75 MARKS)**

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

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**QUESTION 1**

- a) Describe “Retailing” and briefly explain the importance of retail management. (5 marks)
- b) Elaborate the roles of **FIVE (5)** organisations (within a supply chain) who are involved in the retail management processes. (10 marks)
- (Total: 15 marks)

**QUESTION 2**

Compare and contrast the traditional format (physical store) of retail industry and technology format (multi-channel retailer/ e-tailing) of retail industry. Provide a real life example to support your explanation. (15 marks)

**QUESTION 3**

Identify **FIVE (5)** macro retail environments and elaborate each of them. Provide example to support your answers. (15 marks)

**QUESTION 4**

- a) Define retail life cycle. (3 marks)
- b) Illustrate the retail life cycle which is commonly being used by retailers. (4 marks)
- c) Briefly describe the **FOUR (4)** stages of retail life cycle by providing a real life example to support your answer. (8 marks)
- (Total: 15 marks)

**QUESTION 5**

Discuss **FIVE (5)** types of retail format that is available in the retail industry and provide examples to illustrate your answers. (15 marks)

**END OF EXAM PAPER**