



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **RTL 1123 RETAIL STORE OPERATIONS**
Semester & Year : September – December 2016
Lecturer/Examiner : Wong Siew Fong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer 20 multiple choice questions. Answers are to be written in the Answer Booklet provided.
PART B (80 marks) : Answer 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 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 ESSAY QUESTIONS (80 MARKS)**
INSTRUCTION(S) : Answer all the FIVE (5) questions below.
Write your answers on the Answer Booklet(s) provided.

1. At the end of trading day, the cashier is responsible for closing the cash register. Describe the 4 (**FOUR**) procedures for the above task.

(Total 16 Marks)

2. Retailers use store fixtures to display different merchandise in a retail shop.
- i. Name the 5(**FIVE**) different type of store fixtures used in the retail shop.
(8 Marks)
 - ii. Name 2(**TWO**) type of store layout
(8 Marks)

(Total 16 Marks)

3. Housekeeping is part of the duties of a sales assistant. Describe the housekeeping duties that should be carried out in Parkson Department store.

(16 Marks)

4. Define the organization structure for a small retailer and explain the roles of each function in the organization structure.

(16 Marks)

5. Store Operation place different price tags onto different type of merchandise. Describe the type of price tags used for the following categories of items:

- i. Fashion apparel
- ii. Television Set
- iii. Hand phone
- iv. Grocery items

(16 Marks)

END OF EXAM PAPER

