

## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BRL3301 CONTEMPORARY ISSUES IN RETAIL**

Semester & Year : September -December 2017

Lecturer/Examiner : Jean Tan Chew Chin

Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:  
 PART A (20 marks) : Answer **ANY FOUR (4)** **SHORT ANSWER STRUCTURED QUESTIONS**.  
 PART B (80 marks) : Answer **ANY FOUR (4)** **ESSAY 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (20 MARKS)**

**INSTRUCTION(S) : ANSWER ANY FOUR (4) QUESTIONS.**

**WRITE YOUR ANSWERS IN THE ANSWER BOOKLET(S) PROVIDED.**

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**Question 1**

- a) Describe vendor relationship. (2.5 marks)
  - b) Provide **ONE (1)** example of vendor relationship. (2.5 marks)
- (Total 5 marks)**

**Question 2**

Describe **FIVE (5)** benefits of E -banking. (5 marks)

**Question 3**

Describe **TWO (2)** potential pitfalls to avoid in planning a value oriented retail strategy. (5 marks)

**Question 4**

Provide **FIVE (5)** key ethical values in retailing. (5 marks)

**Question 5**

Provide **TWO (2)** benefits of social responsibility. (5 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS. (80 MARKS)**  
**INSTRUCTION(S) : ANSWER ANY FOUR (4) QUESTIONS.**  
**WRITE YOUR ANSWERS IN THE ANSWER BOOKLETS PROVIDED.**

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**Question 1**

- a) Explain the important of consumerism and provide **ONE (1)** example. (5 marks)
  - b) Explain the past consumerism in retailing and provide **ONE (1)** example. (5 marks)
  - c) Explain the present consumerism in retailing and provide **ONE (1)** example. (5 marks)
  - d) Explain the future consumerism in retailing and provide **ONE (1)** example. (5 marks)
- (Total 20 marks)**

**Question 2**

- a) Explain **TWO (2)** key trends of the retail company penetrating global market and provide **TWO (2)** examples. (10 marks)
  - b) Explain **FOUR (4)** principles of ethics in companies. (10 marks)
- (Total 20 marks)**

**Question 3**

Retail institutions are evolving in response to challenges.

- a) Define and state **FOUR (4)** examples of controllable variables in retail strategy. (10 marks)
  - b) Define and state **FOUR (4)** examples of uncontrollable variables in retail strategy. (10 marks)
- (Total 20 marks)**

**Question 4**

Consumers today are using their mobile phones for their shopping and buying experience.

Describe **FIVE (5)** areas that retailers can use the same technology to improve customer service.

**(Total 20 marks)**

**Question 5**

Retail businesses face many challenges in the 21st century, as countries around the globe become increasingly interconnected, governments and businesses must compete throughout the world.

Although we cannot predict the future, both governments and businesses will likely need to meet several challenges to maintain the global competitiveness.

- a) Explain **FIVE (5)** key challenges facing business in today's highly competitive retail marketplace. (10 marks)
  - b) Describe **FIVE (5)** global retail business strategies to stay in business. (10 marks)
- (Total 20 marks)**

**END OF EXAM PAPER**