



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL3114 CONTEMPORARY ISSUES IN RETAIL**
Semester & Year : September - December 2020
Lecturer/Examiner : Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer TWO (2) short-answered questions. Answers are to be written in the Answer Booklet provided.
PART B (80 marks) : Answer all FOUR (4) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 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.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT-ANSWERED QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Describe **FIVE (5)** key principles for effective customer supplier relationship.

[Total: 10 marks]

2. Briefly explain the terms of cost containment, value driven, adaptation strategies, diversification and downsizing.

[Total: 10 marks]

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)

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

1. From the view of an international retailer, discuss the importance of ethical behaviour such as anti-bribery and anti-corruption that should be practiced in the industry.

[Total: 20 marks]

2. Explain **FOUR (4)** strategies that allows retailers to go global in regards to the selling of products (goods and services) across the geographical boundaries of a country to consumers.

[Total: 20 marks]

3. Apply PESO model into a real life example that can encourage publications to write stories about their business and brand in order to increase credibility.

[Total: 20 marks]

4. Explain **FOUR (4)** core government regulations that add compliance costs and possible legal liabilities to the retail sector.

[Total: 20 marks]

END OF EXAM PAPER