



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **RTL1323 RETAIL SHOPPERS BEHAVIOUR**
 Semester & Year : September - December 2021
 Lecturer/Examiner : Chang Sheau Huey
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 PART B (80 marks) : Answer all FOUR (4) short 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 = 2 (Including the cover page)

PART B : SHORT ESSAY QUESTIONS (80 MARKS)

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

1. Discuss **FIVE (5)** steps of consumer decision-making process in the retail industry.

[Total: 20 marks]

2. Explain a customer-driven marketing strategy by applying the **FOUR (4)** major steps in marketing strategy design. Provide examples to illustrate your answer.

[Total: 20 marks]

3. Describe **FOUR (4)** functions that serve as motivators are under the functional approach and provide an example of each.

[Total: 20 marks]

4. a) Identify **FOUR (4)** items for a reference group to do to influence group members. [8 marks]
b) Compare **THREE (3)** differences between normative influence and comparative influence. Provide examples to support your answers. [12 marks]

[Total: 20 marks]

END OF EXAM PAPER