



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL2113 RETAIL LOCATION ANALYSIS**
Semester & Year : September – December 2021
Lecturer/Examiner : Sheau Huey
Duration : 3 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)** structural type 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 : STRUCTURAL TYPE QUESTIONS (80 MARKS)

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

1. a) As an entrepreneur, examine **FOUR (4)** types of retail market analysis. Provide **ONE (1)** example for each of them to support your answer. [16 marks]
b) Referring to answer (a), describe **ONE (1)** system that used to analyse the best location for retailers. [4 marks]
[Total: 20 marks]

2. a) Compare **FIVE (5)** differences between central business district (CBD) and secondary business district (SBD). [15 marks]
b) Referring to answer (a), describe the most suitable site to run a shopping mall. [5 marks]
[Total: 20 marks]

3. a) Explain 'retail location analysis'. Provide **THREE (3)** examples to support your answers. [5 marks]
b) Describe **FIVE (5)** types of retail site evaluation that should be considered by retailers. [15 marks]
[Total: 20 marks]

4. a) Discuss **FIVE (5)** differences between rent and lease. Provide **FIVE (5)** examples to support your answer. [10 marks]
b) Describe **FIVE (5)** factors affecting the selection of setting up a retail store in a region or a trade area. [10 marks]
[Total: 20 marks]

END OF EXAM PAPER