



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **RTL2163 MANAGING RETAIL OPERATIONS**
Semester & Year : September – December 2021
Lecturer/Examiner : Chang Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (15 marks) : Answer all FIFTEEN (15) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (85 marks) : Answer all FIVE (5) 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 (85 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Explain **FOUR (4)** divisions of retail activities that should be practiced under Mazur Plan. Provide an example to support your answers.

[Total: 17 marks]

2. Describe **FIVE (5)** job responsibilities of a store manager, supervisory staffs and operational staff respectively. Provide a real example to support your answers.

[Total: 17 marks]

3. In view of a retail operator, discuss **FOUR (4)** techniques that can help to control cost in the retail store. Provide an example to support your answers.

[Total: 17 marks]

4. a) Apply **SEVEN (7)** elements of retail promotion mix in a retail store. Provide examples for each element to support your answers. [14 marks]

b) Referring to answer (a), explain another type of retail promotion mix that is suitable for a product launching. Provide a reason to support your answer. [3 marks]

[Total: 17 marks]

5. In the perspective of a retail operator, discuss **FIVE (5)** nature of sales control that should be practiced in a retail store. Provide **TWO (2)** examples to support your answer.

[Total: 17 marks]

END OF EXAM PAPER