



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **RTL2113 RETAIL LOCATION ANALYSIS**
Semester & Year : September - December 2022
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. *“Convenience store carries a limited selection of basic items, as packed foods and drugstore items, and is open long hours for the convenience of shoppers.”*

Suggest **FIVE (5)** types of retail locations that are available for retailers to run a convenience store.

[Total: 20 marks]

1. a) Define “needs”, “wants”, and “demands”. Provide **ONE (1)** example to support your answer.

[8 marks]

b) Describe **FOUR (4)** types of factor influencing consumer behaviour. Provide examples for each of them to support your answer.

[12 marks]

[Total: 20 marks]

2. a) Explain **TWO (2)** types of visual merchandising display that can draw customer attention.

[4 marks]

b) Using diagram, illustrate a typical store layout of a hypermarket.

[4 marks]

c) In view of a retailer, discuss **FOUR (4)** types of store layout that can be considered to use in a new venture outlet. Provide examples to support your answer.

[12 marks]

[Total: 20 marks]

3. Critically interpret **FOUR (4)** types of leasing that can be considered by retailer when starting a business.

[Total: 20 marks]

END OF EXAM PAPER