



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL2153 Buying & Merchandising Decisions**
Semester & Year : September – December 2022
Lecturer/Examiner : Wan Ahmad Asrar Nik @ Wan Yahya
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (15 marks) : FIFTEEN (15) multiple-choice questions. Answers are to be written in the Multiple-Choice Answer Sheet provided.
PART B (85 marks) : FOUR (4) structured-type questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 = 5 (Including the cover page)

PART B
INSTRUCTION (S)

: STRUCTURED-TYPE QUESTIONS (85 MARKS)

: Answer all **FOUR (4)** structured-type questions.

Write your answers in the Answer Booklet (s) provided.

Question 1

- a. Explain retail merchandising. (5 marks)
- b. Outline **FOUR (4)** bases a retailer can use to categorize its merchandise. (8 marks)
- c. Describe **THREE (3)** merchandise assortment strategies, provide **ONE (1)** example, and sketch a diagram showing assortment depth and category for each of the strategies. (12 marks)

[Total: 25 marks]

Question 2

- a. Compare the markup percent based on retail with those based on cost by providing **ONE (1)** example each. (4 marks)
- b. Classify **FOUR (4)** timely markups. (8 marks)
- c. Describe **FOUR (4)** pricing policies used by retailers for making a reasonable profit. (8 marks)

[Total: 20 marks]

Question 3

- a. Illustrate the **THREE (3)** criteria a retailer can use to assess suppliers. (9 marks)
- b. Based on the information in the table below, prepare a full merchandise budget plan for January, February, March, April, May, and June 2023. (16 marks)

| | January 2023 | February 2023 | March 2023 | April 2023 | May 2023 | June 2023 | Total |
|---------------------------------------|--------------|---------------|------------|------------|----------|-----------|----------|
| Forecast Sales (RM) | | | | | | | 60000.00 |
| Forecast Sales (%) | 19 | 13 | 21 | 16 | 14 | 17 | 100 |
| Forecast Reductions (%) | 21 | 13 | 21 | 14 | 15 | 16 | 100 |
| Forecast Reductions (RM) | | | | | | | 6000.00 |
| Beginning of Month stock: sales ratio | 2.8 | 3.3 | 2.9 | 2.8 | 3.1 | 3.1 | |

[Total: 25 marks]

Question 4

- a. Suggest **THREE (3)** reasons for the increasingly China approach to product sourcing by retailers.
(3 marks)
- b. Many supermarkets and hypermarkets now offer a selection of fresh food. Are the supermarkets and hypermarket a good alternative to a traditional wet market? Evaluate them in terms of store design, range, price and visual merchandising.
(12 marks)

[Total: 15 marks]

END OF EXAM PAPER