



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL3114 CONTEMPORARY ISSUES IN RETAIL**  
Semester & Year : September - December 2022  
Lecturer/Examiner : Sheau Huey  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (20 marks) : Answer TWO (2) short-answered questions. Answers are to be written in the Answer Booklet provided.  
PART B (80 marks) : Answer all FOUR (4) 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 = 3 (Including the cover page)**

**PART A : SHORT-ANSWERED QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

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1. Describe **FIVE (5)** key principles for effective customer supplier relationship.

**[Total: 10 marks]**

2. Explain the terms of cost containment, value driven, adaptation strategies, diversification and downsizing.

**[Total: 10 marks]**

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 MARKS)**

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

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1. Explain **FIVE (5)** differences of omnichannel and multichannel in retail industry.

**[Total: 20 marks]**

2. In view of selling products (goods and services) across the geographical boundaries of a country to the consumers, interpret **FOUR (4)** strategies that allows retailers to go global.

**[Total: 20 marks]**

3. *"Green Retailing helps consumers understand a product's green benefits and a company's commitment to the environment."* Suggest **FIVE (5)** green marketing strategies that help in retail operations to go green. Provide relevant examples to support your answers.

**[Total: 20 marks]**

4. Critically discuss **FIVE (5)** advantages and disadvantages of celebrity endorsement.

**[Total: 20 marks]**

**END OF EXAM PAPER**