



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL3114 CONTEMPORARY ISSUES IN RETAIL**
Semester & Year : September - December 2023
Lecturer/Examiner : Sheau Huey
Duration : 3 Hours

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.

1. Explain the following terms from a retailer's perspectives:

- a) Electronic Fund Transfer
- b) SWIFT
- c) Consumer-activated system
- d) Electronic Banking
- e) Smart cards

[Total: 10 marks]

2. Compare **FIVE (5)** differences between mergers and acquisitions in the retail industry.

[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.

1. Discuss **FIVE (5)** methods of corporate social responsibilities that should be undertaken by retailers. Provide examples to support your answer.

[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 allow retailers to go global.

[Total: 20 marks]

3. *“Coke is often associated with happiness and it’s a fact that in Mandarin, Coca-Cola means “Delicious Happiness”. The secret to its success is still unknown in formula. Yet starting in its first year of operation in 1886 in Atlanta, Georgia, creator John Pemberton sold an average just of nine servings of Coca-Cola every day. Today, 133 years later, that daily number has increased to 1.9B servings of the company’s products in total. (Coca-Cola Company, 2021)”*

Apply Paid, Earned, Shared and Owned (PESO) model into the case above that can encourage publications to write stories about their business and brand to increase credibility.

[Total: 20 marks]

4. Critically analyse **FOUR (4)** core government regulations that add compliance costs and possible legal liabilities to the retail sector.

[Total: 20 marks]

END OF EXAM PAPER