



INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Business (DIB)

Course : MKT2106 : Retail Marketing

Date of Examination : July 26, 2014

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Ong Tee Leong, Zahirul Baharin Kamaruzzaman.

Moderator : Mr. Owen Timothy

This paper consists of 3 printed pages, including the cover page

INTI INTERNATIONAL COLLEGE SUBANG
DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2106: RETAIL MARKETING
FINAL EXAMINATION: APRIL 2014 SESSION

Instructions: This paper consists of **SIX (6)** questions. Answer **FOUR (4)** questions in the answer booklet provided. All questions carry 25 marks.

Question 1

- (a) Explain why it is important for retailers to know the difference between needs and desires. (10 marks)
- (b) Differentiate among the three types of impulse purchases. Give an example of each. (15 marks)

Question 2

Discuss the distinction between merchandising functions and the buying function.

Question 3

- (a) You have just been appointed as the marketing manager of Giant hypermarket store in Malaysia. Due to stiff competition in the retail industry, your Managing Director has asked you to come up with aggressive sales promotional strategies as to compete effectively with retail rivals. Suggest **FIVE (5)** consumer promotional tools that you wish to offer with practical examples. (10 marks)
- (b) Compare the differences between retail 'push' and 'pull' promotional strategies with practical examples. (10 marks)
- (c) Briefly explain the difference between 'above the line' and 'below the line' retail advertising. (5 marks)

Question 4

You have just been appointed as the new General Manager of Tesco Penang. Your first critical task is to improve the service quality of the hypermarket in view of the stiff competition in the retail industry. By using the **FIVE (5)** service quality variables, describe and suggest how these variables could be applied with the use of practical examples.

(25 marks)

Question 5

(a) Explain what outshopping is and the reasons consumers engage in outshopping. Suggest ways that could be used to encourage consumers to shop closer to home.

(10 marks)

(b) There are 5 service quality gaps as outlined by the service experts, Parasuraman, Ziethaml & Berry (1990). Identify and explain the **FIVE (5)** gaps by relating to the retail or service business with practical examples.

(15 marks)

Question 6

Develop **FIVE (5)** suggestions in a brief plan to revitalize a neighborhood business district for retailers nearest your campus.

(25 marks)

-- THE END --

MKT2106 (F) / April2014 / DanielOng/ 15042014