

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In BUSINESS (DIB)

Course : MKT2106: RETAIL MARKETING

Date of Examination : 31 July, 2017 (Monday)

Time : 8:00am – 10:00am Reading Time : _____

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) : Michelle Hoong, Hew Fui Mun, Rabeth Hanum Haji Nosbah, Rajesh Kumar Sodarshan Kumar

Moderator : Ms Lingkeswari

This paper consists of 3 printed pages, including the cover

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2106: RETAIL MARKETING
FINAL EXAMINATION: APRIL 2017 SESSION

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

Question 1

Traditional store based retailers are moving towards omni channel/multi-channel retailing with emphasis on electronic channels.

- (a) Explain **TWO (2)** limitations that retailers have overcome through the use of omni channel/multi-channel retailing? Provide relevant examples for your answers.
(10 marks)
- (b) Explain **THREE (3)** benefits of omni channel/multi-channel retailing with appropriate examples.
(15 marks)

Question 2

You are the manager of a luxury hotel. Discuss the **FIVE (5)** service quality (SERVQUAL) model that will relate to your hotel.

(25 marks)

Question 3

Today, many consumers approach their shopping much differently and retailers need to plan and adapt their strategies accordingly. Explain the **SIX (6)** process of retail strategy planning with appropriate example.

(25 Marks)

Question 4

Elaborate with examples the **FOUR (4)** elements in store atmosphere that could be managed by a retailer.

(25 marks)

Question 5

Select a retailer of your choice and recommend a retail promotional strategy for year 2017. In this promotion plan, you need to prepare the following:

- (a) List and define any **THREE (3)** promotional tools. (10 marks)
- (b) Detail out **THREE (3)** promotional tools used and application on the selected retailer must be demonstrated. (15 marks)

Question 6

Suzy had recently got promoted at her workplace and she is planning to buy a new car. She is considering to buy a four-wheel drive as she has seen the related advertisement recently.

- (a) Explain the type of consumer decision making which best suits Suzy situation. (5 Marks)
- (b) By applying Suzy situation, explain the **SIX (6)** steps of the consumer decision process. (20 Marks)

