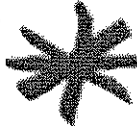


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FINAL
Examination Paper

(COVER PAGE)

Session : April 2013

Programme : Diploma in Business Administration

Course : **MKT 2102 : RETAIL MARKETING**

Date of Examination : 2 August 2013

Time : 2p.m. – 4p.m. 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) : **Zahirul Baharin**

Moderator : **Michelle Hoong**

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

INTI INTERNATIONAL COLLEGE PENANG

DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)

MKT 2102: RETAIL MARKETING

FINAL EXAMINATION: APRIL 2013

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

- (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 2

- (a) You have just been appointed as the new General Manager of Tesco Penang, Your first critical task is the 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 could apply the concept with practical examples. (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 3

- (a) In choosing the location of a store, the selection of the city is important enough to be considered. Describe and explain the following **FOUR (4)** categories of retail location with practical examples.
 - i) Central Business District
 - ii) Secondary Business District
 - iii) Neighbourhood Business District
 - iv) Strings
- (10 marks)

- (b) Once the retailer has determined the geographic location, the next step is to consider the factors in choosing the site for the store. Identify and explain **(FIVE)** 5 factors with practical examples. (15 marks)

Question 4

Describe the characteristics of the following retail distribution coverage with explanation and examples.

- (a) Exclusive (9 marks)
(b) Intensive
(c) Selective
- (d) Besides normal price, retailers also use promotional pricing strategies as to compete head to head with their retail competitors. Identify and explain **FOUR (4)** promotional pricing that a retailer could adopt with practical examples. (12 marks)
- (e) What is the difference between retail franchising and licensing ? (4 marks)

Question 5

- (a) Define the term 'retailing'. (3 marks)
(b) Identify and explain **(FIVE) 5** important roles that retailing contributes to a country's economy with examples. (10 marks)
(c) Identify and explain **(FIVE) 5** main differences between 'retailing' and wholesaling' with practical examples. (12 marks)

Question 6

- (a) Define the term '**Category Management**' with appropriate examples. (5 marks)
- (b) Compare the differences between '**micro merchandising**' and '**cross merchandising**' with practical examples. (8 marks)
- (c) As an expert in the global trade and marketing, you have been invited by Malaysian Ministry of International Trade to give a talk to the group of Malaysian businessmen who are keen to venture their local businesses into global market. You are required to identify **FOUR (4)** methods of entering global retail markets with practical examples. (12 marks)