



**INTI**  
International College Subang  
LAUREATE INTERNATIONAL UNIVERSITIES\*

**FINAL**  
Examination Paper

(COVER PAGE)

|   |   |   |
|---|---|---|
| Session   | : | <u>August 2014</u>  |
| Programme   | : | <u>Diploma In Business (DIB)</u><br><u>Diploma In Business Administration (DBADI)</u>                           |
| Course  | : | <u>MKT2106/2102 : Retail Marketing</u>  |
| Date of Examination   | : | <u>December 5, 2014</u>   |
| Time  | : | <u>11:00am – 1:00pm</u> Reading Time : <u>Nil</u>   |
| Duration  | : | <u>2 Hours</u>  |
| Special Instructions  | : |   |
| <p>This paper consists of <b>SIX (6)</b> questions. Answer any <b>FOUR (4)</b> questions in the answer booklet provided. All questions carry equal marks.</p> |   |   |
| Materials permitted   | : | <u>Nil</u>  |
| Materials provided  | : | <u>Nil</u>  |
| Examiner(s)   | : | <u>Mr. Daniel Ong Tee Leong, Zahirul Baharin Kamaruzzaman,</u><br><u>Mah Sow Wei, Srikanth Sivasubramaniam.</u> |
| Moderator   | : | <u>Mr. Owen Timothy D'Cruz</u>  |

*This paper consists of 2 printed pages, including the cover page*

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
DIPLOMA IN BUSINESS ADMINISTRATION PROGRAMME (DBADI)  
MKT2106/2102: RETAIL MARKETING  
FINAL EXAMINATION: AUGUST 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**

Explain the retailing concept. Apply it to your school's bookstore.

**Question 2**

Differentiate between direct selling and direct marketing. What are the strengths and weaknesses of each?

**Question 3**

Distinguish between these two terms: *logistics* and *inventory management*. Give an example of each.

**Question 4**

Discuss the ways advertising, public relations, personal selling and sales promotion complement each other for a retailer.

**Question 5**

It is important to develop a thorough, well-integrated retail strategy for retail business. What could happen if a firm does not develop such a strategy?

**Question 6**

- (a) Develop and explain in a brief plan to revitalize a neighborhood business district nearest your campus. (15 marks)
- (b) Explain and compare the advantages of locating in unplanned business districts versus planned shopping centers. (10 marks)