

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)

Course : MKT2106: Retail Marketing

Date of Examination : December 8, 2015

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) : Mr. Fong Chee Jun, Mr. Lawrence Shia, Mr. Zahirul Baharin
Kamaruzzaman, Mr. Rakesh Sarpal, Mr. Denise Choong

Moderator : Mr. Owen Timothy D’Cruz

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

DIPLOMA IN BUSINESS (DIB)
MKT2106: RETAIL MARKETING
FINAL EXAMINATION: AUGUST 2015 SESSION

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

Question 1

List and explain with examples **SIX (6)** steps in retail strategic planning. (25 marks)

Question 2

Identify and describe **SIX (6)** stages of the consumer decision process with appropriate examples in the context of retail marketing. (25 marks)

Question 3

When preparing merchandise forecasts, it is essential to distinguish among different types of merchandise. List and describe **FIVE (5)** types of merchandise in merchandise forecasting with appropriate examples. (25 marks)

Question 4

- (a) Define retailing with an example. (5 marks)
- (b) Explain the **FOUR (4)** functions of retailing. Support each function with an appropriate example. (20 marks)

Question 5

In retail site selection, one of the types of location is isolated store. List and explain at least **THREE (3)** advantages and **THREE (3)** disadvantages of adopting this type of store. (25 marks)

Question 6

Write brief notes on the following:

- (i) Loss Leader (5 marks)
- (ii) Everyday low Pricing (5 marks)
- (iii) Segmented Pricing (5 marks)
- (iv) Bundled Pricing. (5 marks)
- (v) Optional Pricing (5 marks)

~THE END~
MKT2106(F)August2015

