



FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Business (DIB)

Course : **MKT2106: Retail Marketing**

Date of Examination : 05 December, 2016 (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) : **Fong Chee Jun, Michelle Hoong Lai San, Nurhidayah Khalid,**
Rakesh Sarpal Sodarshan Kumar, Muhammad Rajaie Bin Mustafar
and Lawrence Shia

Moderator : Lydia Nasaruddin Sia

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
MKT2106: RETAIL MARKETING
FINAL EXAMINATION: AUGUST 2016 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

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

It is essential to distinguish the different types of merchandise. List and discuss with examples **FIVE (5)** types of these merchandises in the merchandise forecasting. (25 marks)

Question 4

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

(Total: 25 marks)

Question 5

In retail site selection, one of the type of location is isolated store. List and explain at least **THREE (3)** advantages and **TWO (2)** disadvantages of adopting this type of store. (25 marks)

Question 6

Briefly discuss the following with relevance examples:

- | | | |
|-------|----------------------|-----------|
| (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) |

(Total: 25 marks)

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