

**FINAL**  
Examination Paper

(COVER PAGE)

Session : JANUARY 2018

Programme : Diploma In Business (DIB)

Course : MKT2106: RETAIL MARKETING

Date of Examination : 3 March, 2018 (Saturday)

Time : 8:00 am – 10:00 am 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) : Lim Ghee Hean and Srikanth

Moderator : Ms Lingkeswari

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
MKT2106: RETAIL MARKETING  
FINAL EXAMINATION: JANUARY 2018 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**

- (a) Finding the right location can be a secret path to success for any retailer. While planning conservatively and within a reasonable budget is always smart, retailers need to include five other key components of site selection that are just as important. Explain these **FIVE (5)** components. (10 marks)
- (b) While evaluating a location/site, a few criteria need the attention of the retailers. List with example **FIVE (5)** criteria. (15 marks)

**Question 2**

Identify and explain the **FOUR (4)** characteristics and the relevant strategies of intangible with appropriate example. (25 marks)

**Question 3**

There are several factors to consider in devising merchandise plans. Discuss these **SIX (6)** factors with relevant examples. (25 marks)

**Question 4**

The importance of a comprehensive, thoughtful strategic plan cannot be overemphasized. Illustrate the **SIX (6)** steps taken to develop a strategic marketing plan for a retail business. (25 marks)

**Question 5**

A product is anything that can be offered to a market that may satisfy a need or want. It is a combination of goods and services, which includes the store, the staff and the merchandise. Explain with relevant example for

- (a) Features & benefits
- (b) Service

(25 marks)

**Question 6**

- a) Promotion is an important tool for retailers to gain market share. However, promotion budgets has to be carefully considered before planning their promotions. Discuss **FIVE (5)** budgeting techniques that can be used by retailers.
- b) What are the **FOUR (4)** elements of retail promotional mix? Explain with example **TWO (2)** of these elements.

(15 marks)

(10 Marks)

**~THE END~**

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