



INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

Programme : Diploma In Business (DIB)
Diploma In Business Administration (DBADI)

Course : MKT2106/2102 : Retail Marketing

Date of Examination : March 10, 2015

Time : 2:00pm – 4:00pm 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) : Ms. Beverly V Usit, Bernard Lim, Fong Chee Jun, Denise Choong.

Moderator : Mr. Owen Timothy D'Cruz

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

INTI INTERNATIONAL COLLEGE SUBANG

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

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

(25 marks)

Question 2

Your friend, Gabriel, celebrated his birthday last week. You bought him a book as a birthday gift. Explain the consumer buying decision process which you went through to get the gift for your friend. What can retailers do to influence you at each stage of the consumer buying decision process? Give examples.

(25 marks)

Question 3

Define all of the followings and provide examples.

- (a) Loss Leader
- (b) Everyday low Pricing
- (c) Segmented Pricing
- (d) Bundled Pricing
- (e) Optional Pricing

(25 marks)

Question 4

- (a) Explain what is positioning. Give an example of a product with good positioning. Justify your example.

(5 marks)

- (b) Explain **FOUR (4)** functions of retailing. Support your answer with appropriate examples.

(20 marks)

Question 5

- (a) Explain what multi-channel retailing is. Give an example of a multi-channel retailer and justify your example. (5 marks)
- (b) Explain what the 4P's are and how each of the P's can help retailers to attract their target market. Give examples. (20 marks)

Question 6

- (a) Explain how learning, attitude, perception and motivation influence consumers' decision to buy a product. (10 marks)
- (b) What is 'Market-Skimming' Pricing? Give an example of a retailer which adopts this pricing approach. (5 marks)
- (c) What is an Independent Retailer? Name **TWO (2)** advantages and **TWO (2)** disadvantages of this type of ownership. (10 marks)

~The End~
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