

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Business (DIB)

Course : MKT2106: Retail Marketing

Date of Examination : March 9, 2016 (Wednesday)

Time : 2.00pm – 4.00pm 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) : Ms. Norsyaqinah

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: JANUARY 2016 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**

- (a) Define the term “total retail experience.” Then describe a recent retail situation in which your expectations were surpassed and state why. (5 marks)
- (b) What are **THREE (3)** pros and **THREE (3)** cons of a firm such as Apple having its own retail facilities and E-commerce Web site ([www.apple.com](http://www.apple.com)) as well as selling through traditional retailers? Provide explanation with relevant examples. (15 marks)
- (c) What kinds of information do retailers communicate to customers? To suppliers? (5 marks)

**Question 2**

- (a) Marsha Hill is the store manager at a camera shop. She has saved \$100,000 and wants to open her own store. Devise an overall strategy for Marsha, including **FOUR (4)** of the controllable factors. (12 marks)
- (b) Define retail strategy and provide **FIVE (5)** benefits of strategic retail planning. (13 marks)

**Question 3**

- (a) Define perceived risk. Explain how a retailer selling expensive furniture could reduce the **SIX (6)** types of perceived risk. (20 marks)
- (b) Why do some consumers engage in outshopping? What could be done to encourage them to shop closer to home? (5 marks)

**Question 4**

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

**Question 5**

- (a) What are the **TWO (2)** pros and **TWO (2)** cons of everyday low pricing for:
- (i) A retailer
  - (ii) A manufacturer
- (8 marks)
- (b) Develop sales promotions for each of the following:
- (i) A nearby regional shopping center.
  - (ii) A 30-year old restaurant.
  - (iii) A discount online furniture retailer.
- (12 marks)
- (c) How would an advertising plan for an online-only cosmetics retailer differ from that of a bricks-and-mortar cosmetics store chain?
- (5 marks)

**Question 6**

- (a) From a retailer's perspective, compare and explain with examples **TWO (2)** advantages of locating in unplanned business districts versus **TWO (2)** advantages of planned shopping centers.
- (10 marks)
- (b) What is a megamall? What is a lifestyle center? Describe **THREE (3)** strengths and **THREE (3)** weaknesses for each of them.
- (15 marks)

