



FINAL
Examination Paper

(COVER PAGE)

Session : January 2014

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

Course : MKT2106/2102 : Retail Marketing

Date of Examination : March 11, 2014

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) : Mr. David Low Sui Ming, Azariah Abdullah Abdul Aziz.

Moderator : Associate Professor Dr. Azizah Omar

This paper consists of 2 printed pages, including the cover page

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DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)
MKT2106: RETAIL MARKETING
FINAL EXAMINATION: JANUARY 2014 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

As retailers, how can we grow our business and earn a fair profit in a highly competitive environment where consumers have so many choices? Discuss any **FIVE (5)** ways retailers can address these issues.

(25 marks)

Question 2

Discuss the **SIX (6)** steps necessary for implementing a good strategic planning for retail businesses.

(25 marks)

Question 3

List **FIVE (5)** strategic business advantages and disadvantages of direct marketing. Give examples.

(25 marks)

Question 4

In Malaysia, the retailing industry has been experiencing rigorous changes in the past twenty years. List and elaborate any **TEN (10)** visible changes which you have observed with examples.

(25 marks)

Question 5

Discuss and explain the **FIVE (5)** chief factors needed for consideration in evaluating retail trading-areas successfully. Give one example for each factor explained.

(25 marks)

Question 6

Outline and explain any **FIVE (5)** factors in planning merchandise innovativeness and quality. Give **ONE (1)** one example for each factor explained.

(25 marks)

--THE END--