

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Business (DIB)

Course : **MKT2106: Retail Marketing**

Date of Examination : 09 March, 2017 (Thursday)

Time : 5:00pm – 7:00pm 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) : **Michelle Hoong Lai San and Nurhidayah Binti Khalid**

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: JANUARY 2017 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) Services marketing mix is an adaptation of the traditional 4Ps to address the characteristics and it sees the addition of another 3Ps. Identify and explain the **THREE (3)** retail service marketing mix. Support your answers with appropriate examples. (15 marks)
- (b) Briefly explain the **FOUR (4)** unique characteristics of service retailing. (10 marks)

**Question 2**

- (a) Explain omni-channel retailing. Support your answer with appropriate example. (5 marks)
- (b) Explain **FIVE (5)** functions of near-field communication (NFC). (20marks)

**Question 3**

- (a) Explain with examples the **FOUR (4)** types of retail location in an unplanned business district. (16 marks)
- (b) Explain with examples the **THREE (3)** types of consumer decision making. (9 marks)

**Question 4**

- (a) It is essential to distinguish the types of merchandise in forecasting preparation. Briefly discuss with relevant examples **FOUR (4)** types of merchandises in the merchandise forecasting. (16marks)
- (b) Differentiate mass-merchandising, micro-merchandising and cross-merchandising with appropriate examples. (9 marks)

**Question 5**

You are a marketing manager for a retail store and have identified **FIVE (5)** methods in setting the size of retail promotional budget for your store. Discuss each method by providing relevant examples. (25 marks)

**Question 6**

- (a) Differentiate strategic plan and marketing plan. (5 marks)
- (b) Discuss any **FIVE (5)** purposes of retailing marketing plan with relevant examples. (20 marks)

~ The End ~

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