

**FINAL**  
ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : August 2021

Programme : DIPLOMA IN MARKETING PROGRAMME (DMKT)

Course : MKT2106: RETAIL MARKETING

Date of Examination : 8<sup>th</sup> December 2021 (Wednesday)

Time : 12:00pm – 2:30pm Reading Time: Nil

Duration : 2 Hours 30 Minutes

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer **ALL** questions.

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**IMPORTANT NOTE** : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Michelle Hoong, Lai Mun Loon

Moderator : Tan Mei Jia

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

DIPLOMA IN MARKETING PROGRAMME (DMKT)  
MKT2106: RETAIL MARKETING  
FINAL EXAMINATION: AUGUST 2021 SESSION

**Instructions:**

1. This paper consists of **FOUR (4)** questions. Answer **ALL** questions.
2. Answers need to be **analytical and evaluative**, and should be **handwritten** in **BLACK INK** on **A4 full scape paper**. Arrange your answers in sequence (starting with Q1a, Q1b, Q2, etc.) and labelled properly.
3. Once completed, scan with *CamScanner* and submit to “Alternative Assessment Submission” portal in the Blackboard.
4. Kindly adhere to the time limit. **Late submission will strictly not be accepted.**

**Question 1**

Ms. Clara is a new CEO of De’ Diamonds Jewelry Company. She wants to rebrand the company image and reposition as luxury brand. She has instructed the jewelry designers to design a new series of diamond jewelry that enable the company to target the high-end consumers.

- a) Explain to Ms. Clara the **THREE (3)** types of distribution and the **ONE (1)** which best suited to distribute the new series of diamond jewelry.  
(10 marks)
- b) Discuss the **THREE (3)** types of service that De’ Diamonds Jewelry Company could offer to build and sustain the customer relationships. Support an example for each type of service.  
(15 marks)

**Question 2**

- a) Discuss the **FOUR (4)** forms of retail ownership which can be adopted by a cosmetic company.  
(16 marks)
- b) During the pandemic, there are various standards of operations which restricted the business operations. Explain any **THREE (3)** types of omni-channel retailing could be adopted by a clothing retailer to revive sales during this pandemic.  
(9 marks)

**Question 3**

As a newly established high end natural skin care products in Malaysia, you have decided to use omni-channel approach to reach as many customers as possible in the shortest time. Your greatest challenge is to create awareness on your new brand and to increase your traffic to visit your physical store and online store.

- a) Discuss any **TWO (2)** most appropriate communication tools to inform and any **TWO (2)** promotional tools to increase the number of visitors to both physical store and online store.  
(20 marks)
- b) Based on the answer from (a), list out any **FIVE (5)** advantages of the selected communication and sales promotion tools identified.  
(5 marks)

**Question 4**

- a) Discuss with examples the **THREE (3)** different types of Impulse Purchases that exist in most consumers today.  
(15 marks)
- b) There are various risks encountered by customers in their daily purchase, especially when comes to extended buying decisions. Briefly explain any **FIVE (5)** types of perceived risks that consumers will possibly experience when purchasing a designer's suit or dress.  
(10 marks)

**-THE END-**

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