

FINAL**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2020

Programme : Diploma in Marketing (DMKT)

Course : **MKT2106: Retail Marketing**

Date of Examination : 7th August 2020 (Friday) – 8th August 2020 (Saturday)

Time : 10:00am – 10:00am Reading Time : Nil

Duration : 24 Hours

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer **ALL** questions. All questions carry equal marks.

Material permitted : NIL

Materials provided : NIL

Examiner(s) : **Mr. Michelle Hoong Lai San**

Moderator : Mr. Rajesh Kumar a/l Sodarshan Kumar

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

DIPLOMA IN MARKETING (DMKT)
MKT2106: RETAIL MARKETING
FINAL EXAMINATION: APRIL 2020 SESSION

Instructions: This paper consists of **FOUR (4)** structured questions. Answer **ALL** questions. All questions carry equal marks.

Question 1

Discuss with suitable examples, **THREE (3)** strategies from the wheel of retailing theory.
(25 marks)

Question 2

List and explain any **FIVE (5)** criteria's used in the evaluation checklists for a retail location site by using hair salon as your examples.
(25 marks)

Question 3

Discuss with appropriate examples any **FIVE (5)** types of sales promotion used by a fast food restaurant.
(25 marks)

Question 4

Merchandising are growing into the 21st century globally. Discuss with suitable examples **FIVE (5)** types of merchandise commonly found in clothing or apparel retail businesses.
(25 marks)

~ The End ~

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