FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

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

Course : MKT2106/2102 : Retail Marketing

Date of Examination : December 5, 2014

Time : 11:00am – 1:00pm  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. Daniel Ong Tee Leong, Zahirul Baharin Kamaruzzaman,
              Mah Sow Wei, Srikaanth Sivasubramaniam.

Moderator : Mr. Owen Timothy D'Cruz

This paper consists of 2 printed pages, including the cover page
Instructions: This paper consists of SIX (6) questions. Answer FOUR (4) questions in the answer booklet provided. All questions carry 25 marks.

Question 1

Explain the retailing concept. Apply it to your school’s bookstore.

Question 2

Differentiate between direct selling and direct marketing. What are the strengths and weaknesses of each?

Question 3

Distinguish between these two terms: logistics and inventory management. Give an example of each.

Question 4

Discuss the ways advertising, public relations, personal selling and sales promotion complement each other for a retailer.

Question 5

It is important to develop a thorough, well-integrated retail strategy for retail business. What could happen if a firm does not develop such a strategy?

Question 6

(a) Develop and explain in a brief plan to revitalize a neighborhood business district nearest your campus. (15 marks)

(b) Explain and compare the advantages of locating in unplanned business districts versus planned shopping centers. (10 marks)

~The End~

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