FINAL
Examination Paper
(COVER PAGE)

Session : August 2015
Programme : Diploma In Business (DIB)
Course : MKT2106: Retail Marketing
Date of Examination: December 8, 2015
Time: 8.00am – 10.00am  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) : Mr. Fong Chee Jun, Mr. Lawrence Shia, Mr. Zahirul Baharin
Kamaruzzaman, Mr. Rakesh Sarpal, Mr. Denise Choong

Moderator : Mr. Owen Timothy D’Cruz

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

List and explain with examples SIX (6) steps in retail strategic planning. (25 marks)

Question 2

Identify and describe SIX (6) stages of the consumer decision process with appropriate examples in the context of retail marketing. (25 marks)

Question 3

When preparing merchandise forecasts, it is essential to distinguish among different types of merchandise. List and describe FIVE (5) types of merchandise in merchandise forecasting with appropriate examples. (25 marks)

Question 4

(a) Define retailing with an example. (5 marks)

(b) Explain the FOUR (4) functions of retailing. Support each function with an appropriate example. (20 marks)

Question 5

In retail site selection, one of the types of location is isolated store. List and explain at least THREE (3) advantages and THREE (3) disadvantages of adopting this type of store. (25 marks)
Question 6

Write brief notes on the following:

(i) Loss Leader
(ii) Everyday low Pricing
(iii) Segmented Pricing
(iv) Bundled Pricing.
(v) Optional Pricing

(5 marks)
(5 marks)
(5 marks)
(5 marks)
(5 marks)