



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EDB10103
COURSE NAME	: RETAIL MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING (HONS)
DATE	: 4 JULY 2024
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections**. **Section A** and **Section B**.
4. Answer **ALL** questions in **Section A** and **Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 25 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Some individuals thrive working in stores or shops while others detest it. Retail work is not for everyone. However, it can teach you the basics of business operations. List any **FIVE (5) rewarding aspects of a career in retail**. Briefly add information to each point to show your understanding.

(10 marks)

Question 2

Planning a Retail Advertising Campaign is particularly important to retailers, they are built to establish a brand or raise brand awareness. Explain any **THREE (3) retailer advertising objectives that can convince customer to remember the product/services**. Include example of each campaign (product/ service) and generally the content of the campaign. You may illustrate a sketch of the campaign.

(15 marks)

SECTION B (Total: 75 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Agility and adaptability in the supply chain are supported by marketing and its basic functions. In retail sector, the retailers and consumers work together to share vital market data that influences shifts in demand as a result of consumer purchasing decisions and behaviour simultaneously made the marketing functions very much necessary while managing a supply chain system in the sector. In relation to this, discuss any **FIVE (5) of the marketing functions and their effects to the sector**. Justify your discussion with related examples.

(25 marks)

Question 2

Cik Nab is the new owner of a Mini market in a bustling downtown area. In the competitive industry, she is clueless on this matter and contacted you for a professional advice. As an experience retailing strategist, you are aware that price is very much related to the cost and serve as a data point that consumers weigh heavily into their buying decision-making process. Thus, you plan to advise Cik Nab on this matter by discussing any **FIVE (5) key factors that she needs to consider when choosing the right pricing strategy and setting the satisfying price for her merchandise**. Justify your discussion and advice with relevant examples.

(25 marks)

Question 3

You have just been appointed as a retail manager at "Trend &Trend Sdn Bhd." The CEO wants to achieve competitive pricing in the business. As an experienced retailer, you recognize that pricing strategy is a crucial factor for success because profit maximization is the CEO's primary goal. You also aware that to accomplished this, the company need to negotiate various types of discounts with vendors, balancing the need for low net costs to purchase the desired merchandise for the proposed retail store with the importance of maintaining realistic expectations about discounts and price concessions. Prepare the business plan to the CEO by disccusing any **FIVE (5) different types of discounts that may be available for your store during the vendor negotiation process**. Justify your discussion with relevant examples.

(25 marks)

END OF EXAMINATION PAPER