



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EDB10103
COURSE NAME	: RETAIL MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)
DATE	: 21 JUNE 2025
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 **FIVE (5) Questions**.
4. Answer **FOUR (4)** questions **ONLY**.
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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer FOUR (4) questions ONLY.

Please use the answer booklet provided.

Question 1

Marketing supports supply chain agility and flexibility. Through a collaborative relationship, retailers provide essential marketplace information that impacts changes in demand. In managing a supply chain, basic marketing functions must be performed. Explain any **FIVE (5)** importance of the aforementioned function to the retail industry. Justify your explanation with relevant examples.

(25 marks)

Question 2

In the Malaysian retail market, price plays a significant role in influencing consumer decisions, as it represents both the monetary cost and perceived value of a product or service. Imagine you are a retail consultant advising a local grocery store owner in Malaysia on pricing strategies to attract and retain customers. Discuss any **FIVE (5)** critical factors the retailer should consider related to the above-said consultation matter. Justify your discussions with relevant examples.

(25 marks)

Question 3

Retail design is crucial in capturing customers' attention, encouraging them to enter your store and make purchases. Beyond this, retail design plays a broader role in enhancing a store's success. Discuss **FIVE (5)** key reasons why effective retail design is essential for businesses. Provide relevant examples to support your discussion.

(25 marks)

Question 4

In Malaysia, the design of the outer parts of a superstore plays a vital role in attracting customers, creating a positive first impression, and ensuring smooth operational flow. Imagine you are a consultant advising a superstore retailer planning to open a new outlet in a high-traffic area such as Kuala Lumpur or Johor Bahru. Discuss any **FIVE (5)** critical elements that the superstore retailer should consider when designing the exterior of the store. Justify your discussions with appropriate examples.

(25 marks)

Question 5

A career in retailing offers diverse opportunities and unique rewards, attracting individuals who enjoy dynamic and customer-focused environments. However, others may find it less appealing. Imagine you are advising someone considering a career in retail. Discuss any **FIVE (5)** rewarding aspects of working in retail sector. Support your discussion with relevant examples.

(25 marks)

END OF EXAMINATION QUESTIONS