

CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : EDB20303
SUBJECT TITLE : RETAIL MERCHANDISING MANAGEMENT
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 24th MAY 2016

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 FOUR (4)** questions in Section A and **ALL** questions in Section B.
 5. Please write your answers on the answer booklet provided.
 6. Answer all questions in **English language ONLY.**
 7. This question paper must not be removed from the examination hall.
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THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).**INSTRUCTION: Answer FOUR (4) questions ONLY.****Please use the answer booklet provided.****Question 1**

Retail objectives are important to increase better sales growth. Explain the types of retail objective significant in retail practice.

(10 marks)

Question 2

Understanding the overall importance of customer's satisfaction can have a major impact on retailer. Define customer satisfaction and the population trends that affect a group of consumer.

(10 marks)

Question 3

Retail pricing strategies plays a key role in customers' loyalty. Identify the non-price elements used to attract consumers to purchase.

(10 marks)

Question 4

Retail management has several methods to increase revenues. Explain the types of productivity objective in order to attract consumers.

(10 marks)

Question 5

Identify five (5) retail pricing strategies in order to set the right product price, hence increase consumer's satisfaction.

(10 marks)

SECTION B (Total: 60 marks).**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Demographic affects the decision making of retailers in managing their retail strategy. As a retail manager, identify demographic changes that influence the retail industry.

(20 marks)

Question 2

The revolution of retail industry has affected business owners in recent years. As a retail manager, identify future changes needed to compete in the intense market.

(20 marks)

Question 3

As a retailer consultant, it is essential to understand the rise and fall of the industry. Discuss the stages of retail life cycle that helps in creating retail strategy.

(20 marks)

END OF EXAMINATION PAPER

