



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EDB10103
COURSE TITLE : RETAIL MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 28 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. *Tick if applicable*

THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer **FOUR (4)** questions.

Please use the answer booklet provided.

Question 1

Careers in the retail sector offer both challenges and benefits, with career paths that range from entry-level roles to senior management positions. Imagine you are advising an individual who is considering a career in the retail industry. Discuss **five (5) rewarding aspects** of working in retail and explain your points using **relevant examples**.

(25 marks)

Question 2

The exterior design of a superstore is a critical factor that influences customer perception and footfall, especially in Malaysia's competitive retail environment. Imagine you are advising the owner of a new superstore in a suburban area like Shah Alam or Penang. Propose any **FIVE (5)** essential elements they should focus on when designing the store's outer parts. Justify your proposal with appropriate examples.

(25 marks)

Question 3

The Wheel of Retailing concept describes the lifecycle of a retail business through four Phases and three main stages: Apply the three main stages and phase to a new apparel online business, "FashionHub", targeting young adults. Explain what the changes would be in each phase. Include a diagram to show your understanding.

(25 marks)

Question 4

Pricing is a complex but crucial component of retail success, especially in Malaysia's competitive and diverse market. Assume you are consulting a new retail store owner in Klang Valley, helping them determine the pricing strategy for their merchandise. Propose any **FIVE (5)** key factors they should evaluate when performing the aforementioned activity. Justify your proposals with relevant examples.

(25 marks)

Question 5

Retail design significantly influences customer behavior by drawing them into the store and encouraging purchases. However, its impact goes beyond just visual appeal. Discuss **FIVE (5)** other critical reasons why retail design is important for achieving a retailer's goals. Justify your discussion with appropriate examples.

(25 marks)

END OF EXAMINATION PAPER