UNIVERSITI KUALA LUMPUR

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MALAYSIAN ITALY DESIGN INSTITUTE

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE	: PVB 20903
COURSE NAME	: FASHION RETAILING
PROGRAMME NAME	: DEGREE
DATE	: 23 JUNE 2026
TIME	: 9.00 AM – 11.00 AM
DURATION	: 2 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. Section B consists of seven questions. Answer FOUR (4) questions only.
6. Please write your answers on the answer booklet provided.
7. Answer all questions in English language ONLY.

THERE ARE 5 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

Fashion retailing plays an important role in connecting fashion products with consumers.

(a) Define fashion retailing.

(2 marks)

(b) Explain FOUR (4) functions of fashion retailing in the fashion industry.

(8 marks)

Question 2

Retail channels are important in ensuring products reach target customers effectively.

(a) Describe THREE (3) retail channels used in fashion retailing.

(6 marks)

(b) Explain TWO (2) advantages of using a direct channel in fashion retailing.

(4 marks)

Question 3

Consumer behaviour influences how fashion retailers develop products and marketing strategies.

(a) Explain THREE (3) factors that influence consumer purchasing behaviour in fashion retailing.

(6 marks)

(b) State and explain TWO (2) ways Virtual Reality (VR) or Augmented Reality (AR) helps customers in fashion shopping.

(4 marks)

Question 4

Market opportunities help fashion retailers expand and remain competitive in the industry.

a) Explain the meaning of market opportunity identification in fashion retailing.

(4 marks)

b) Describe THREE (3) factors contributing to the growth of fashion retailing in Malaysia.

(6 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer any FOUR (4) questions from SECTION B.
Please use the answer booklet provided.

Question 1

As a fashion retailer, analyse how the THREE (3) retail levels that precede your store influence retail performance and customer satisfaction. Support your answer with relevant examples. As a fashion retailer, describe the retail level that depends on the THREE (3) levels that precede your store.

(15marks)

Question 2

There is a notable gap in the Malaysian market for affordable fashion options catering to different demographics, particularly in modest wear and local artisan products. As a Muslim designer, create products that can address this issue in THREE (3) ways.

(15 marks)

Question 3

Fashion trends evolve quickly, and understanding behavioural shifts helps retailers design relevant products and experiences. Explain the THREE (3) processes in product decision-making with supporting examples.

(15 marks)

Question 4

Market opportunity identification is important for retail expansion. Analyse the key components of market opportunity identification and explain how they influence global retail decision-making.

(15 marks)

Question 5

As an e-commerce-only retailer, justify any THREE (3) to build perceived value among your customers.

(15marks)

Question 6

The retail industry encompasses all business activities that involve the direct sale of goods and services to end consumers for personal use. Recommend any THREE (3) highly diverse retailing in Malaysia with supporting examples.

(15 marks)

Question 7

As a fashion entrepreneur, create your own fashion brand by applying the Product Solution Cycle. Explain how you would develop your product through THREE (3) stages of the cycle to meet consumer needs. Support your answer with relevant examples.

(15 marks)

END OF EXAMINATION PAPER