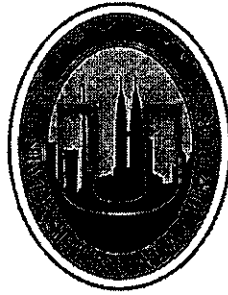


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UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION  
JANUARY 2016 SEMESTER

SUBJECT CODE : EDB10103  
SUBJECT TITLE : RETAIL MANAGEMENT  
LEVEL : BACHELOR  
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS  
DATE : 30th 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 THREE (3) questions ONLY 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.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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**SECTION A (Total: 40 marks).**

**INSTRUCTION: Answer FOUR (4) questions ONLY.**

**Please use the answer booklet provided.**

**Question 1**

Retail Value Chain represents the total bundle of benefits offered to consumers through a channel of distribution. Give **FIVE (5)** examples of the benefits.

(10 marks)

**Question 2**

A retailer can sell their products or services through multiple retail formats. By using a combination of formats, retailers can exploit the unique benefits provided by each format. List the **TWO (2)** formats with examples and briefly describe the benefits of using each of them.

(10 marks)

**Question 3**

List and discuss briefly **FIVE (5)** retail ownership forms.

(10 marks)

**Question 4**

List down **FIVE (5)** controlled variables and **FIVE (5)** uncontrolled variables in developing overall retail strategy.

(10 marks)

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**Question 5**

Briefly explain **FIVE (5)** retailer strategies to reduce perceived risk by shoppers.

(10 marks)

**SECTION B (Total: 60 marks).**

**INSTRUCTION: Answer THREE (3) questions ONLY.**

**Please use the answer booklet provided.**

**Question 1**

Discuss the **FOUR (4)** main stages of product distribution channel. Portray all stages involved in a correct sequence process and elaborate each of them with relevant examples.

(20 marks)

**Question 2**

There are three kinds of service retailing business (i) rented-goods services, (ii) owned-goods services and (iii) non-goods services. Provide **THREE (3)** relevant examples for each of them. If you were to open a service retailing, which kind of service business will you choose? Name **ONE (1)** and suggest **FIVE (5)** strategies will you do in order to build a good relationship with consumers.

(20 marks)

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**Question 3**

Discuss **FIVE (5)** factors need to consider when engaging in global retailing. What are the **FIVE (5)** impacts of technology on global retailing?

(20 marks)

**Question 4**

A retailer can sell their products or services through more than one channel. By using a combination of channels, retailers can exploit the unique benefits provided by each channel. List **FIVE (5)** channels available and briefly describe the benefits of using them.

(20 marks)

**END OF EXAMINATION PAPER**

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