

## SECTION A: 25 MARKS

## BAHAGIAN A: 25 MARKAH

## INSTRUCTION:

This section consists of TWENTY (20) objective questions. Mark your answers in the OMR form provided.

## ARAHAN :

Bahagian ini mengandungi DUA PULUH LIMA (25) soalan objektif. Tandakan jawapan anda di dalam borang OMR yang disediakan.

CLO1  
C4

1. \_\_\_\_\_ occurs when a retailer adds goods and services that may be unrelated to each other and to the firm's original business.

\_\_\_\_\_ wujud apabila peruncit membuat pertambahan barangan dan perkhidmatan yang tidak berkaitan di dalam perniagaannya.

- A. Scrambled merchandising / Barang niaga bercampur.  
 B. Retail life cycle / Kitar hayat peruncit  
 C. Sorting process / Proses pengasingan.  
 D. Wheel of retailing / Kitaran peruncitan.

SULIT

**POLITEKNIK**  
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BAHAGIAN PEPERIKSAAN DAN PENILAIAN  
 JABATAN PENGAJIAN POLITEKNIK  
 KEMENTERIAN PENDIDIKAN MALAYSIA

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2013

PM304 – RETAILING

TARIKH : 30 OKTOBER 2013

TEMPOH : 2 JAM (8:30 AM – 10:30AM)

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Kertas ini mengandungi ENAM BELAS (16) halaman bercetak.

Bahagian A: Objektif (25 soalan)

Bahagian B: Esei (3 soalan)

Dokumen sokongan yang disertakan : Tiada

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JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

CLO1  
C4

5. Which of the following example is considered as a private brand?

*Di antara yang berikut, yang manakah merupakan contoh jenama persendirian?*

- A. Pensonic
- B. IKEA
- C. Kedai 1 Malaysia
- D. Adidas

CLO1  
C4

6. Planned shopping center (PSC) is \_\_\_\_\_

*Pusat membeli-belah terancang adalah \_\_\_\_\_.*

- A. a free-standing retail outlet located on either a highway or a street  
*outlet peruncitan tunggal yang terletak di lebuh raya atau jalan.*
- B. where two or more stores situated together (or in close proximity) in such a way that the total arrangement or mix of stores is not due to long-range planning  
*dimana dua atau lebih kedai di letakkan berhampiran yang mana kedudukannya bukan didalam perancangan jangkamasa panjang.*
- C. consists of a group of architecturally unified commercial establishments on a site that is centrally owned/managed, designed and operated as a unit, based on balanced tenancy and accompanied by parking facilities.  
*terdiri daripada sekumpulan unit komersial yang diurus secara sentral, beroperasi berasaskan bilangan penyewa dan dilengkapi dengan fasiliti parkir.*
- D. an unplanned shopping area that appeals to the convenience shopping and service needs of a single residential area.  
*kawasan membeli-belah tidak terancang yang menarik perhatian pengguna di suatu kawasan kediaman.*

CLO1  
C4

2. Specialty store is one example of store-based retailer. It is a retailer that \_\_\_\_\_.

*Kedai istimewa adalah salah satu contoh peruncitan berasaskan kedai. Ianya merupakan sebuah peruncitan yang \_\_\_\_\_.*

- A. handles an assortment of inexpensive and popularly priced goods and services  
*mengurus kepelbagaian barang muran dan menawarkan harga popular bagi produk dan perkhidmatan.*
- B. concentrates on selling goods or service lines  
*memfokuskan pada penjualan barisan produk dan perkhidmatan.*
- C. sells a range of products at discount prices in plain surroundings  
*menjual pelbagai peringkat produk pada harga diskaun dengan persekitaran tanpa halangan.*
- D. sells merchandise in which the quality ranges from average to fairly good  
*menjual barang niaga dalam tahap kualiti dari sederhana dan baik.*

CLO1  
C43. Which of the following is **NOT** considered as a non-store-based retailing?*Di antara berikut, yang manakah **TIDAK** terkandung di dalam konsep peruncitan tidak berasaskan kedai?*

- A. Direct marketing / *Pemasaran terus.*
- B. Flea market / *Pasar lambak.*
- C. Vending machine / *Mesin layan diri.*
- D. Electronic retailing / *Peruncitan elektronik.*

CLO1  
C44. Which of the following is **NOT** considered as the type of merchandise based on retailing perspective?*Di antara yang berikut manakah **TIDAK** terkandung di dalam jenis-jenis barang niaga berasaskan perspektif peruncitan?*

- A. Staple merchandise / *Barang niaga asas.*
- B. Assortment merchandise / *Barang niaga pelbagai.*
- C. Fashion merchandise / *Barang niaga fesyen.*
- D. Shopping merchandise / *Barang niaga membeli-belah.*

- CLO1  
C2 9. A retailer that sets prices for goods and services and maintains them over an extended time practices \_\_\_\_\_.

*Peruncit yang menetapkan harga untuk barang dan perkhidmatan serta berusaha untuk memastikan ianya dilaksanakan tempoh jangka masa panjang telah mempraktikkan \_\_\_\_\_.*

- A. variable pricing / *perletakan harga berubah.*
- B. customary pricing / *perletakan harga pelanggan.*
- C. a one-price policy / *perletakan harga tunggal.*
- D. price lining / *perletakan harga lini.*

- CLO1  
C2 10. Most types of retail selling can be categorized as \_\_\_\_\_

*Kebanyakan jenis jualan peruncit boleh dikategorikan sebagai \_\_\_\_\_.*

- A. order taking or order getting  
*mengambil tempahan atau mendapatkan tempahan.*
- B. clerical or professional  
*perkeranian atau professional.*
- C. institutional or direct  
*institusi atau secara langsung.*
- D. promotional or institutional  
*promosi atau institusi.*

- CLO1  
C2 11. Which element in the retail promotion mix most often has the greatest focus on the short-run?

*Elemen yang manakah dalam campuran promosi peruncitan yang memfokus kepada jangka masa pendek?*

- A. Public relations / *Perhubungan awam.*
- B. Sales promotion / *Promosi jualan.*
- C. Advertising / *Pengiklanan.*
- D. Personal selling / *Jualan peribadi.*

- CLO1  
C4 7. A retailer must consider the attractiveness level of the specific site being chosen. This is measured by \_\_\_\_\_

*Peruncit perlu mengambil kira tarikan yang ada terhadap kawasan spesifik yang dipilih. Ia diukur menerusi \_\_\_\_\_.*

- A. store visibility, placement in the location, size and shape of the lot and building, condition and age of the lot and building.  
*Kedai nyata, penampakan lokasi, saiz dan bentuk bangunan, kondisi dan jangka hayat bangunan.*
- B. closeness to mass transit, access from major highways and ease of deliveries  
*kedudukannya berhampiran pengangkutan awam, berhampiran lebuh raya dan memudahkan proses penghantaran.*
- C. affinity and retail balance.  
*Menerusi tarikan dan baki peruncit.*
- D. the number and quality of parking spots, the distances from stores, and the availability of employee parking.  
*Menerusi bilangan dan kuantiti ruang parkir, jarak antara kedai dan kemudahan parkir untuk pekerja.*

- CLO1  
C4 8. Which of the following is **NOT** considered as a type of "pricing oriented" strategy?

*Berikut yang manakah **BUKAN** jenis strategi perletakan harga terarah?*

- A. Demand oriented / *Berasaskan permintaan.*
- B. Cost oriented / *Berasaskan kos.*
- C. Competition oriented / *Berasaskan persaingan.*
- D. Market oriented / *Berasaskan pasaran.*

CLO2  
C2

15. A customer is encouraged to look at a variety of merchandise but not touch it or try it on in a/an \_\_\_\_\_ display.

*Pelanggan terdorong untuk melihat pelbagai peragaan barang niaga tetapi tidak dibenarkan menyentuh dan mencubanya, ianya merupakan peragaan\_\_\_\_\_.*

- A. rack / rak
- B. open assortment / campuran terbuka.
- C. inexpensive display / bekas peragaan murah.
- D. closed assortment / campuran tertutup.

CLO2  
C4

16. Which retailer has the smallest amount of merchandise space?

*Peruncit yang manakah mempunyai jumlah ruang barang niaga yang kecil?*

- A. Full-service specialty store  
*Kedai istimewa khidmat penuh.*
- B. Department store  
*Kedai berjabatan.*
- C. Full-line discount store  
*Kedai diskaun lini penuh.*
- D. Membership club  
*Kelab keahlian.*

CLO1  
C4

12. The area which is set aside for merchandise displays, interactions between sales personnel and customers, and demonstrations is \_\_\_\_\_ space.

*Kawasan yang di khaskan untuk barang niaga, interaksi antara juru jual dan pelanggan dan demonstrasi merupakan ruang\_\_\_\_\_.*

- A. Customer / pelanggan.
- B. merchandise / barang niaga.
- C. personnel / kakitangan.
- D. selling / jualan.

CLO1  
C2

13. The combination of marquees, entrances, windows, lighting, and construction materials comprises \_\_\_\_\_.

*Kombinasi antara 'marquees', pintu masuk, tettingkap, pencahayaan dan pembangunan material merupakan\_\_\_\_\_.*

- A. atmosphere / atmosfera.
- B. a prototype store / kedai prototaip.
- C. retail image / imej peruncitan.
- D. the storefront / ruang hadapan kedai.

CLO2  
C2

14. A major advantage to a straight (gridiron) traffic flow is that \_\_\_\_\_.

*Kebaikan utama aliran trafik lurus (grid) adalah\_\_\_\_\_.*

- A. a friendly atmosphere is developed  
*pembangunan atmosfera yang mesra pelanggan.*
- B. customers can shop quickly  
*memudahkan pelanggan membeli-belah dengan cepat.*
- C. self-service is simplified for consumers  
*mengamalkan khidmat layan diri.*
- D. it is most applicable to full-service stores  
*ia lebih sesuai untuk perkhidmatan kedai penuh.*

CLO3  
C1

19. \_\_\_\_\_ is a small selling space, typically located in the walkways of enclosed malls, airports, train station or office building lobbies.

\_\_\_\_\_ merupakan ruang jualan yang kecil, kebiasaannya terletak di laluan penjalan kaki berhampiran pusat membeli-belah, lapangan terbang, stesyen keratpi atau lobi bangunan pejabat.

- A. Central business district  
*Kawasan perniagaan pusat.*
- B. Main street  
*Jalan utama.*
- C. Freestanding area  
*Kawasan tunggal*
- D. Merchandise kiosk  
*Kiosk barang niaga.*

CLO3  
C1

20. The \_\_\_\_\_ includes the remaining customers who shop at the site but come from widely dispersed areas.

\_\_\_\_\_ ianya merangkumi pelanggan yang membeli di kawasan tersebut tetapi datang daripada kawasan yang jauh.

- A. primary trading area  
*kawasan dagangan pertama.*
- B. secondary trading area  
*kawasan dagangan kedua.*
- C. tertiary / fringe trading area  
*kawasan dagangan ketiga/hujung.*
- D. shopping trading area  
*kawasan dagangan membeli-belah.*

CLO2  
C2

17. A good lighting system helps to create a sense of excitement in the store. At the same time, lighting must provide an accurate color rendition of the merchandise'. The statement refers to \_\_\_\_\_.

*Sistem pencahayaan yang baik membantu mewujudkan keseronokan dalam kedai. Dalam masa yang sama pencahayaan juga memberi kesan persembahan warna barangniaga. Kenyataan ini merujuk kepada \_\_\_\_\_.*

- A. mood creation / *pembentukan emosi.*
- B. energy-efficient lighting / *kuasa pencahayaan berkesan.*
- C. highlighting merchandise / *menonjolkan baran niaga.*
- D. colour presentation / *persembahan warna.*

CLO3  
C2

18. The advantages of freestanding locations are their convenience for customers, high vehicular traffic and visibility to attract those customers driving by, modest occupancy costs and \_\_\_\_\_.

*Kebaikan lokasi tunggal adalah ia memudahkan pelanggan, aliran trafik kenderaan yang tinggi dan menarik perhatian pelanggan untuk datang, kos sederhana dan \_\_\_\_\_.*

- A. fewer restrictions on sign  
*kurang papan kenyataan.*
- B. easy access and parking  
*mudah dikunjungi dan mempunyai ruan parkir.*
- C. easy to control  
*mudah untuk di kawal.*
- D. easy to park  
*mudahkan meletak kenderaan.*

CLO3  
C1

24. \_\_\_\_\_ a promotional program undertaken by a vendor and a retailer working together.

\_\_\_\_\_ merupakan program promosi yang dilaksanakan oleh vendor dan peruncit secara bersama.

- A. Radio / Radio.
- B. Magazines / Majalah.
- C. Co-op program / Program kerjasama.
- D. Television programe / Program televisyen.

CLO3  
C2

25. \_\_\_\_\_ entails the placement of announcements and persuasive messages purchased by retailers and other organizations that seek to inform or persuade members of a particular target market or audience about their products, services, organizations or ideas.

\_\_\_\_\_ melibatkan pengumuman dan mesej pembelian berbentuk memujuk oleh peruncit dan organisasi yang mana tujuannya untuk memberitahu atau memujuk kumpulan sasaran pasaran tentang produk, perkhidmatan, organisasi atau idea.

- A. Personal selling / Jualan peribadi.
- B. Advertising / Pengiklanan.
- C. Newspapers / Surat khabar.
- D. Magazines / Majalah.

CLO3  
C1

21. Retailers frequently offer a limited number of predetermined price points within a merchandise category, a practice known as \_\_\_\_\_.

Peruncit kebiasaannya menawarkan barisan harga yang terhad dalam kategori barang niaganya, dikenali sebagai \_\_\_\_\_.

- A. odd pricing / harga ganjil
- B. price lining / harga lini
- C. leader pricing / harga pemimpin.
- D. markdown pricing / harga diskaun.

CLO3  
C1

22. The term \_\_\_\_\_ or quantity discounts, refers to the practice of offering two or more similar products or services for sale at lower price.

Terma \_\_\_\_\_ atau diskaun kuantiti, merujuk kepada penawaran dua atau lebih produk perkhidmatan yang sama yang di jual pada harga yang rendah.

- A. multiple unit pricing / harga pelbagai.
- B. price bundling / harga pukal.
- C. clearance markdowns / diskaun penghabisan.
- D. Coupons / kupon.

CLO3  
C1

23. "A special event is a sales promotion program comprising a number of sales promotion techniques built around a seasonal, sporting, musical or some other events". The statement refers to \_\_\_\_\_.

Majlis istimewa merupakan program promosi jualan yang mengandungi beberapa teknik promosi yang dibina berdasarkan musim, sukan, music atau majlis –majlis lain. Pernyataan ini merujuk kepada \_\_\_\_\_.

- A. pop-up-stores / kedai pop-up
- B. point-of purchase displays / peragaan POP.
- C. special events / majlis istimewa.
- D. Samples / Sampel.

CLO 1  
C2

- b) A retailer' pricing strategy has to reflect its overall goals and relate to sales and profit. Explain the price strategy below:

*Strategi harga peruncit memberikan kesan terhadap matlamat keuntungan dan hasil jualan. Terangkan strategi perletakan harga di bawah:*

- |      |  |                         |
|------|--|-------------------------|
| i.   | Odd pricing<br><i>Harga ganjil.</i>              | (3 marks)<br>(3 markah) |
| ii.  | One price policy<br><i>Harga polisi.</i>         | (3 marks)<br>(3 markah) |
| iii. | Multiple unit pricings<br><i>Harga pelbagai.</i> | (3 marks)<br>(3 markah) |
| iv.  | Leader pricing<br><i>Harga pemimpin.</i>         | (3 marks)<br>(3 markah) |

**SECTION B: 75 MARKS****BAHAGIAN B: 75 MARKAH****INSTRUCTION:**

This section consists of **THREE (3)** essay questions. Answer all questions.

**ARAHAN:**

*Bahagian ini mengandungi TIGA (3) soalan esei. Jawab semua soalan.*

**QUESTION 1****SOALAN 1**CLO1  
C2

- a) Products and services must be priced in a way that both achieves profitability for retailers and satisfies customers. Discuss the factors affecting retail price:

*Perletakan harga bagi produk dan perkhidmatan bermatlamat untuk mencapai keuntungan peruncit dan memuaskan hati pengguna. Bincangkan faktor yang mempengaruhi perletakan harga peruncit:*

- |      |   |                         |
|------|---|-------------------------|
| i.   | Retail brand<br><i>Jenama peruncit.</i>                                       | (4 marks)<br>(4 markah) |
| ii.  | Government rules and regulation<br><i>Peraturan dan perundangan kerajaan.</i> | (5 marks)<br>(5 markah) |
| iii. | Competitor's price<br><i>Harga pesaing.</i>                                   | (4 marks)<br>(4 markah) |

## QUESTION 3

## SOALAN 3

- CLO 2  
C2
- a) State **FIVE (5)** importances of customer services. (5 marks)  
*Nyatakan LIMA (5) kepentingan khidmat pelanggan. (5 markah)*
- CLO 2  
C2
- b) Discuss **FIVE (5)** types of customer services (20 marks)  
*Bincangkan LIMA (5) jenis proses khidmat pelanggan. (20 markah)*

END

SOALAN TAMAT

## QUESTION 2

## SOALAN 2

- CLO 3  
C2
- a) Identify the differences between retailer and manufacturer advertising strategies. (5 marks)  
*Kenalpasti perbezaan antara strategi peruncitan dengan strategi pengilang. (5 Markah)*
- CLO 3  
C4
- b) Explain **FIVE (5)** factors affecting the selection of strategic retail location. (10 marks)  
*Terangkan LIMA (5) faktor yang mempengaruhi strategi lokasi peruncitan. (10 markah)*
- CLO 3  
C4
- c) Describe **FIVE (5)** objectives of sales promotions for retailers. (10 marks)  
*Huraikan LIMA (5) objektif promosi jualan peruncit. (10 markah)*