

SECTION A

OBJECTIVES (25 marks)

Instruction: This section consists of 25 objective questions. Write your answers in the answer booklet.

1. Below are roles of retailing **EXCEPT**:

[CLO1 : C1]

- A. Break Bulks
- B. Hold Inventory/stock
- C. Provide Assortment
- D. Form a union

2. The importance of retailing in the economy are as follows **except**:

[CLO1 : C2]

- A. Supplying the consumer needs
- B. Helping suppliers
- C. Stabilization of price
- D. Improving the standard of living

3. Nontraditional retailing also includes formats that do not fit into the store and non-store based categories. An example of nontraditional retailing is _____

[CLO1 : C1]

- A. supermarket
- B. combination store
- C. full-line discount store
- D. video kiosk

4. Merchandising philosophy sets the guiding principles for all the merchandise decisions that retailer makes. It should reflect :

[CLO1 : C2]

- i. Target market desires
- ii. Retailer's institutional type
- iii. Marketplace positioning
- iv. Retailer's wealth

- A. i, ii and iv
- B. i, ii and iii
- C. i, iii and iv
- D. All of the above

POLITEKNIK
Jabatan Pengajian Politeknik

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION

JUNE 2012 SESSION

PM304 : RETAILING

DATE: 23 NOVEMBER 2012 (FRIDAY)
DURATION: 2 HOURS (8.30 A.M – 10.30 A.M)

This paper consists of NINE (9) pages including the front page.

SECTION A: STRUCTURED (25 questions – answer all)

SECTION B: ESSAY (3 questions – answer all)

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THE CHIEF INVIGILATOR

(The CLO stated is for reference only)

8. Fashion Specialty Centers are usually _____ . [CLO1 : C2]
- an upscale apparel shop
 - located in tourist areas/CBD
 - elegantly decorated
 - need not be anchored
- A. i, ii and iii
B. i, ii and iv
C. i, ii and iv
D. All of the above
9. Many retailers, particularly supermarkets, home improvement centers, and discount stores have adopted an/a _____ strategy. [CLO 1 : C2]
- A. high pricing
B. low pricing
C. everyday pricing
D. everyday low pricing
10. The high/low pricing strategy has the following advantages **EXCEPT** [CLO 1: C2]
- Reduces stock outs and improves inventory management
 - Sells merchandise
 - Creates excitement
 - Customer's price sensitivity and cost
11. _____ refers to the practice of using the numbers of 3,5,7 and 9 at the end of a price. [CLO 1: C1]
- Odd pricing
 - Price Lining
 - Leader Pricing
 - Mark up pricing
12. _____ is a special incentive or excitement building program that encourages consumers to purchase a particular product or service; they are typically used in conjunction with other advertising or personal programs. [CLO 1 : C2]
- Advertising
 - Sales promotion
 - Public relation
 - Personal selling

5. Level of formality is one of the buying organization format and processes. If both merchandising and other retail tasks are handled in the same department and normally by the same person, that organization is said to use _____ format. [CLO1 : C1]
- formal
 - informal
 - strict
 - consistent

'A space you lease for the selling of goods to consumers.'

6. The above statement refers to _____. [CLO1 : C1]
- location
 - retail location
 - retailing
 - retail promotion

- Hub of retailing in the city
- Exist where there is the greatest density of office buildings and stores
- Vehicular and pedestrian traffic are very high
- Shoppers are drawn from the whole urban area and include of all ethnic group and all classes of people
- Has at least 1 major department store and a number of specialty and convenience store
- The arrangement of stores follows no pre-set format; it depends on history (1st come, 1st located), retail trend and luck.

7. The statements above refer to _____. [CLO1 : C3]
- Central Business District (CBD)
 - Secondary Business District (SBD)
 - Neighbourhood Business District (NBD)
 - String

18. The greatest concentration of office buildings and retail stores occurs in the _____ business district. [CLO2:C2]
- unplanned
 - central
 - neighbourhood
 - secondary
19. A parasite cannot survive in a type of store location. What a term that refers to _____? [CLO3:C4]
- Isolated store
 - Central business district
 - String
 - Regional shopping center
20. Direct marketing should be used to increase sales at _____. [CLO3:C3]
- trading-area overlap
 - secondary trading area
 - primary trading area
 - fringe trading area
21. A store with the largest trading area in a shopping center is a/an _____. [CLO3:C3]
- parasite store
 - destination store
 - independent retailer
 - leased department
22. Which media can be classified as dailies, weeklies, and/or shoppers? [CLO3:C4]
- telephone directories
 - newspapers
 - direct mail
 - flyers/circulars
23. At a small retailer, responsibility for the promotion function is most likely with the _____. [CLO3:C4]
- owner-manager
 - advertising agency
 - advertising department of a daily newspaper
 - in-house advertising agency

13. _____ provide another form of discounts from the final selling price for consumers. [CLO 1:C1]
- Samples
 - Premiums
 - Rebates
 - Coupons
14. When a retailer has a sense of _____, it acts in a trustworthy, fair, honest, and respectful manner with each of its constituencies. [CLO 3: C1]
- ethics
 - social responsibility
 - consumerism
 - supplier Interaction
15. The _____ which is also known as a loop layout, is a store layout that provides a major aisle that loops around the store to guide customer's traffic around different department within the store. [CLO 2: C2]
- racetracks layout
 - grid layout
 - free-form layout
 - digital signage
16. _____ draw customers into the store and provide a visual message about the type of merchandise offered in the store and the type of image the store wants to portray. [CLO 2:C2]
- Freestanding Displays
 - Promotional Aisles
 - Window display
 - Entrances
17. A curving traffic pattern is most widely used by _____. [CLO2:C2]
- discount stores
 - supermarkets
 - hardware stores
 - specialty stores

SECTION B

STRUCTURED / ESSAY (75 marks)

INSTRUCTION:

This section consists of **THREE (3)** structured questions.

Answer **ALL** questions.

QUESTION 1

- (a) List down **FOUR (4)** importance of location to the retailers. [CLO1,C1]
(4 marks)
- (b) Explain **FOUR (4)** types of unplanned business district in retail location.
[CLO1, C2]
(16 marks)
- (c) Identify **FIVE (5)** advantages of isolated stores. [CLO1, C2]
(5 marks)

QUESTION 2

- a) List any **FOUR (4)** medium of advertising used to persuade customers to buy fitness product. [CLO3, C1]
(4 marks)
- b) Explain the characteristics to be considered in choosing the above mentioned media of advertising. [CLO3, C2]
(16 marks)

24. "Do you want to pay for the item by cash, credit card, or cheque?" This statement refers to _____. [CLO3:C3]
- A. greeting the customers
B. closing the sales
C. presenting the sales
D. demonstrating the product
25. An advantage of point-of-purchase promotion is its _____. [CLO3:C2]
- A. low cost
B. closeness to a consumer's purchase decision
C. referral nature
D. face to face communication

- c) Explain the differences between press relation and lobbying. [CLO3, C3]
(5 marks)

QUESTION 3

- a) State **FIVE (5)** characteristics of retail personnel. [CLO 2 :C1] (5 marks)
- b) Discuss the process of Human Resources Management in retailing.[CLO2:C3]
(20 marks)