
UNIVERSITI SAINS MALAYSIA

Secon Semester Examination
Academic Session 2000/2001

February/March 2001

AMP 348 - Retailing

Time : 3 hours

INSTRUCTIONS

Please make sure that this examination paper contains of **TWO** printed pages before you begin.

Answer only **FOUR** questions. Question No. 1 is **COMPULSORY** and choose any other **THREE (3)** questions.

Question 1 (COMPULSORY)

- a) What are the problems a retailer might encounter if they have to rely on a non-optimum retail location?
[25 marks]
- b) What are the problems faced in employing checklist and regression methods in determining a location for a retail store? Discuss.
[15 marks]

Question 2

Define GIS? How do retailers go about employing GIS in their organisations?
[20 marks]

Question 3

List 5 customer service activities that could be employed by a bank officer in attracting more customers? Provide an example of the organization and product in your answer.
[20 marks]

Question 4

Define planogram. How does it support retailers in increasing the sales volume? Provide an example of the organization and product in your answer.
[20 marks]

Question 5

When and why mark-down is needed to be practised by a retailer?
[20 marks]

Question 6

Discuss the advantages for a retailer to have a virtual store.
[20 marks]