

---

UNIVERSITI SAINS MALAYSIA

Secon Semester Examination  
Academic Session 2000/200 1

February/March 200i

**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.

[AMP348]

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

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