



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Consumer Intelligence & Information Systems
<b>DEPARTMENT</b>	MARKETING
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	<b>RETAILING 1A</b>
<b>MODULE CODE</b>	RTL01A1/BRM11A1
<b>SEMESTER</b>	FIRST
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	<b>FSAO</b> – Final Summative Assessment Opportunity – June 2019

<b>ASSESSMENT DATE</b>	07 JUNE 2019	<b>SESSION</b>	16:30 – 18:30
<b>ASSESSOR(S)</b>	MR R MATHABA		
<b>MODERATOR(S)</b>	MRS N DILOTSOTLHE		
<b>DURATION</b>	2 hours (120 min)	<b>TOTAL MARKS</b>	80

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	7
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#### INFORMATION/INSTRUCTIONS:

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- This is a closed book assessment.
  - Question papers **must be handed in**.
  - No marks are allocated to naming or listing unless required.
  - Read the questions carefully and answer only what is asked.
  - Number your answers clearly.
  - Write neatly and legibly.
  - Structure your answers by using appropriate headings and sub-headings.
  - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment

**SECTION A**

**MULTIPLE CHOICE QUESTIONS: [20 MARKS]**

- 1.1 Which of the following gaps is not overcome by retailers?
- A. Spatial gaps
  - B. Time gaps
  - C. Ownership gaps
  - D. Price gaps
- 1.2 The following are all reasons why retailers enter international markets.
- A. Growth opportunities
  - B. Saturated or stagnant domestic markets
  - C. Less competition
  - D. Tax incentives
- 1.3 Which of the following statements is untrue?
- A. Retailing offers opportunities to entrepreneurs
  - B. A special characteristic of retailing is the small average size of a sales transaction
  - C. The convenience retail store format benefit from consumers that are more willing to pay premium prices and access to very wide assortments in exchange for travelling shorter distances and easier shopping
  - D. In-store shopping has become less attractive because of demands on personal time, decline in store loyalty and traffic congestion
- 1.4 Customers, competitors and suppliers are part of the \_\_\_\_\_.
- A. Macro environment
  - B. External environment
  - C. Micro environment
  - D. Economic environment
- 1.5 The \_\_\_\_\_ environment includes factors that fall out of the control of the retailer.
- A. Micro environment
  - B. Macro environment
  - C. Intermediate environment
  - D. None of the above

- 1.6 Factors that could potentially fall under the heading of macro environment include:
- A. Technology
  - B. Politics
  - C. Social and cultural
  - D. All of the above
- 1.7 The Consumer Protection Act \_\_\_\_\_.
- A. Helps consumers to access credit in a fair and non-discriminatory manner.
  - B. Is intended to deal with the way that businesses conduct themselves with respect to their customers.
  - C. Has been designed to contribute towards the protection of the environment.
  - D. Is intended to redress previously disadvantaged customers.
- 1.8 Nokukhanya is a lawyer. Her husband Simphiwe will often pick up the children from crèche and stop at the supermarket on his way home to purchase provisions for the evening meal if she is required to work late. This is an example of changes in the \_\_\_\_\_.
- A. Technological environment
  - B. Legal environment
  - C. Social and cultural environment
  - D. Business environment
- 1.9 Which of the following are ethical issues?
- A. The acceptance of gifts from suppliers.
  - B. Pressurizing a customer to purchase an item with the knowledge that this is not the best purchase for their needs.
  - C. Advertising a product as marked down, when it is not.
  - D. All of the above

- 1.10 Checkers has many stores that offer everything that their target market would conceivably expect to find in a supermarket, such as groceries, meat and produce as well as an assortment of non-food items. This would probably include a bakery in the store as well as a butchery and fresh fruit and vegetable section. These stores could be described as:
- A. Full-service supermarkets
  - B. Wholesalers
  - C. Convenience stores
  - D. Specialty stores
- 1.11 Which of the following is NOT a stage in the buying process?
- A. Evaluation
  - B. Making a selection
  - C. Need recognition
  - D. Desire
- 1.12 For a mother, back to school supply shopping needs are best described as:
- A. Gratifying
  - B. Hedonic
  - C. Utilitarian
  - D. Stimulating
- 1.13 The Internet drastically reduces the cost of a/an:
- A. Information search
  - B. Need recognition
  - C. Post-purchase satisfaction
  - D. Evaluation of consideration sets
- 1.14 Despite the fact that Steven is very fond of bacon, he is concerned about his cholesterol. He is also concerned how eating bacon may affect it. Before deciding to buy lower-fat Weight Witnesses Bacon, he read the label information on all the various brands of bacon in the meat counter. Miller engaged in:
- A. Complex decision making
  - B. Extended problem solving
  - C. Routine decision making
  - D. Unlimited problem solving

- 1.15 Which distinctive feature has Truworths adopted for the design of their retail stores?
- A. Installing tinted glass for their storefront windows
  - B. Using an emporium concept
  - C. Actively advertising their web site in storefront windows
  - D. Locating their stores at mall entrances and exits
- 1.16 Retailers often use Marquees to do what?
- A. At the till point to distribute fliers
  - B. Within the store to pack merchandise in shelves
  - C. To boldly display the store's name and logo
  - D. To direct the flow of traffic within the store
- 1.17 What sets the Maponya Mall, in Soweto, apart from its competition in the area?
- A. It has marble floors and immaculate toilet facilities
  - B. It has atm cash machines dispensing us dollars in the centre
  - C. It is open 24 hours a day, seven days a week
  - D. It has automatic check-out areas with no human interaction
- 1.18 Ceilings within a store may be used to do what?
- A. Feature advertising and promotions
  - B. Disguise ventilation ducts, water pipes and electrical wiring
  - C. Contain extra stock not ready for the selling floor
  - D. Store money from the cash registers until it is ready for transportation to the bank
- 1.19 The use of colour, lighting, sound and scent within a retailing environment is/are referred to as:
- A. Marketing stimuli
  - B. Environmental cues
  - C. Atmospherics
  - D. Embedded positioning
- 1.20 Which of the following is least conducive to encouraging browsing:
- A. Loop layout pattern
  - B. Free-flow layout
  - C. Racetrack layout
  - D. Grid layout

**SECTION B**

**60 MARKS**

**QUESTION 2**

**15 MARKS**

- 2.1 The objective of internal store layout is to maximise efficiency in the movement of consumers and merchandise. Explain FIVE (5) key issues which retailers must attend to achieve that objective. (5)
- 2.2 The grouping of products means that merchandise must be organized into groups, classes or others formats for effective store layout design. Briefly discuss the following criteria which must be used to group merchandise with the use of practical examples. (10)
- a. Functional grouping
  - b. Purchase motive grouping
  - c. Target market grouping
  - d. Supplier grouping
  - e. Storage and display requirement grouping

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**QUESTION 3**

**15 MARKS**

- 3.1 Jojo is the new manager of a supermarket in your community shopping center. He is considering would like to build and create awareness of the products and or/ services they offer through advertising. Outline FIVE (5) typical objectives which can guide JoJo in their retail advertising. (5)
- 3.2 Clicks cosmetic store is well-known for using sales promotion technique to generate an increase in sales over a short term. Identify any FIVE (5) common types of retail sales promotion and explain the benefits associated with each common type. (10)
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**QUESTION 4****15 MARKS**

- 4.1 A retailer can decide on a pricing strategy once it understand its pricing objectives. Identify any FIVE (5) pricing strategies a retailer can use when setting their prices. (5)
- 4.2 Several factors influence price sensitivity for a product and the intensity of factors are often different from customer to customer. Explain FIVE (5) common factors that influence price sensitivity. (5)
- 4.3 Clothing stores such as Edgars, Woolworths and Jet often find themselves with merchandise leftover at the end of the season. Describe FIVE (5) tactics which may be used in clearing out those mark-down merchandise. (5)

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**QUESTION 5****15 MARKS**

- 5.1 Define FIVE (5) strategies which new online retailers can implement to enhance the ranking of their website. (5)
- 5.2 Order fulfilment is one of the online retail activities that can strongly influence customer satisfaction and retention. Outline any SIX (6) activities that make up the order fulfilment process for an online retailer. (6)
- 5.3 Promotion of the online store is central to the success of a retailer. Summarize any TWO (2) methods that can be used to create awareness of the online store, products and promotions. (4)
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