



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

ASSESSMENT DATE	JULY 2019	SESSION	
ASSESSOR(S)	MR R MATHABA		
MODERATOR(S)	MRS N DILOTSOTLHE		
DURATION	2 hours (120 min)	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	7
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INFORMATION/INSTRUCTIONS:

- 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 Retailers provide important functions that increase the value of the products and services they sell to consumers. Which of the following does NOT include value function created by a retailer?
- A. Providing an assortment of products and services
 - B. Reducing production costs with innovative design
 - C. Breaking bulk
 - D. Providing services
- 1.2 A retailer's role in a supply chain is to:
- A. Act as the liaison between manufacturers and wholesalers
 - B. Buy merchandise exclusively from the manufacturers
 - C. Negotiate with manufacturers to eliminate a wholesaler
 - D. Satisfy the needs of the consumer
- 1.3 Which of the following gaps is not overcome by retailers?
- A. Spatial gaps
 - B. Time gaps
 - C. Ownership gaps
 - D. Price gaps
- 1.4 Which of the following is not a function that retailers fulfil for manufacturers?
- A. Offer interaction with consumers
 - B. Is a major source of market information?
 - C. Liaise with service providers
 - D. Provide storage
- 1.5 Which of the following do not contribute to and influence a retailer's image?
- A. Price, quality and the variety of products offered
 - B. Manufacturer support for warehousing and distribution centres
 - C. Customer mix, congestion and density of products
 - D. Parking facilities, convenience of accessibility and surrounding areas

- 1.6 Which of the following are theories that offer some explanation for the emergence, growth and decline of retail institutions?
- A. Wheel of retailing, dialectical process, retail life cycle
 - B. Dialectical process, retail accordion, minimization advances
 - C. Retail life cycle, wheel of retailing, retail accordion
 - D. Retail accordion, wheel of retailing, dialectical process, retail life cycle
- 1.7 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
- 1.8 Location, merchandise mix and price are all part of _____
- A. The environment
 - B. The retail mix
 - C. The merchandise mix
 - D. None of the above
- 1.9 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
- 1.10 A _____ agreement is one in which a _____ (the holding company) grants sole rights to an individual called a _____.
- A. Franchisee, franchisor, franchise.
 - B. Franchise, franchisee, franchisor.
 - C. Franchise, franchisor, franchisee.
 - D. Franchisee, franchise, franchisor.

- 1.11 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
- 1.12 Which of the following is least likely to be a benefit of implementing a single queue system?
- A. Greater sales opportunities
 - B. More efficient queue throughput
 - C. Increased revenue
 - D. Lower levels of idle time for cashiers on duty
- 1.13 Which one of the floor layouts is used by Sportsman's Warehouse?
- A. Boutique layout
 - B. Free-flow layout
 - C. Grid layout
 - D. Superstore layout
- 1.14 For a mother, back to school supply shopping needs are best described as:
- A. Gratifying
 - B. Hedonic
 - C. Utilitarian
 - D. Stimulating
- 1.15 Customers engage in this type of buying process when they have had some prior experience with the product or service and their risk is moderate:
- A. Extended problem solving
 - B. Habitual decision making
 - C. Impulsive problem solving
 - D. Limited problem solving

- 1.16 Which of the following is NOT true in respect of the amount of information search?
- A. The value of the search stems from how it improves the customer's purchase decision.
 - B. The value customers feel they can get from serving versus the cost of searching.
 - C. The costs of search include both time and money.
 - D. Consumers will spend more time searching for information when they have much prior experience with the merchandise category.
- 1.17 Which distinctive feature has Truworths adopted for the design of their retail stores?
- A. Actively advertising their web site in storefront windows
 - B. Installing tinted glass for their storefront windows
 - C. Locating their stores at mall entrances and exits
 - D. Using an emporium concept
- 1.18 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
- 1.19 Which one of the following statements describes Island windows?
- A. Have four sides and are isolated from the rest of the shop
 - B. Are display windows where the back of the display is higher than the front
 - C. Are fully enclosed display boxes at eye level, often used by jewelers?
 - D. Are used for the purposes of ventilation in travel stores
- 1.20 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
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SECTION B**60 MARKS****QUESTION 2****15 MARKS**

- 2.1 Retailers use window display to communicate with customers who are passing by. Identify and explain FOUR (4) types of window display possibly used to attract shoppers. (8)
- 2.2 Briefly outline FOUR (4) typical areas of customer services found in different type of retailers. (4)
- 2.3 The grouping of products means that merchandise must be organized into groups, classes or others formats for effective store layout design. Identify any THREE (3) criteria which must be considered for the location merchandise grouping or department. (3)

QUESTION 3**15 MARKS**

- 3.1 The owner of a new clothing store which will be opening next to UJ campus from the 1st June 2019 has approach you to help him identify a suitable advertising media for the student. Briefly write a report in which you analyze any SEVEN (7) strengths and FOUR (4) weakness of utilizing UJ FM. (11)
- 3.2 Mary is a manager of Garnier facial products who is invited to train new member of her sales team. Practically describe any FOUR (4) factors which will determine her the type and level of training necessary for salespeople who will be placed in selling floor of retailers. (4)

QUESTION 4**15 MARKS**

- 4.1 Describe any FIVE (5) possible objectives of retail pricing. (5)
- 4.2 The pricing policies of a retailer are considered as one of the key success factors for any retail outlet. Identify and describe any FIVE (5) strategies that retailers can use when setting their prices. (10)
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QUESTION 5

15 MARKS

- 5.1 An increased growth of internet usage in South Africa have seen several traditional retailers engaging in online retailing to join the likes of Spree, Zando and Talealot. Describe any FIVE (5) advantages of online retailing which such retailers have. (5)
- 5.2 Outline and summarize FIVE (5) types of online shoppers or website user which new South African online retailers need to understand to segment their market. (10)
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