



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4304: RETAIL MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Retailing activities adds value to the products and services to consumers. Explain **FIVE** of these activities. **(10 marks)**
- b) To survive, competition, retailer develop a sustainable competitive advantage. Explain **FIVE** ways that can be used by retailers to develop a sustainable competitive advantage. **(10 marks)**
- c) Shrinkage is common in many retail stores. Discuss the strategies that retailers can reduce this problem. **(10 marks)**

QUESTION 2

- a) Pwani Ltd is a leading FMCG in Mombasa County. Explain **FIVE** considerations that the firm should take in the choice of distribution channels. **(10 marks)**
- b) Discuss **FIVE** retailer classification methods giving an example of each. **(10 marks)**

QUESTION 3

- a) Highlight **FIVE** benefits of direct marketing. **(10 marks)**
- b) Explain the ways in which retail firms compensate and reward employees. **(10 marks)**

QUESTION 4

- a) One of the retail marketing growth strategies is market penetration. Explain **FOUR** approaches for increasing market penetration. **(8 marks)**
- b) Discuss the following strategies in relation to controlling costs in retail stores:
- i) Labour scheduling
 - ii) Store maintenance
 - iii) Energy management. **(12 marks)**

QUESTION 5

- a) Explain **FIVE** atmospherics considerations that retailers should consider when designing visual communications in a retail store. **(10 marks)**
- b) There is a growing trend towards the growth of retail malls in Kenya. Explain the factors that have contributed to this trend. **(10 marks)**