

TECHNICAL UNIVERSITY OF MOMBASA  
SCHOOL OF BUSINESS STUDIES  
DEPARTMENT OF BUSINESS ADMINISTRATION

BCOM/BBA

(Y3S1)

UNIT CODE: BMK 4304

SUBJECT: RETAIL MARKETING

INSTRUCTIONS

- This paper consists of section A and B
- Section A is compulsory and any TWO questions in section B.
- Mobile phones are not allowed in the examination room.
- Cheating leads to disqualification.

### **QUESTION 1**

- (a) Discuss FIVE types of direct Retailing (10Marks)
  
- (b) Discuss the societal changes that stimulated the development and growth of supermarkets (10marks)
  
- (c) Discuss positive effects of information technology on retailing. (10marks).

### **QUESTION TWO**

- (a) Transportation is one of the largest logistic costs and may account for a significant portion of the selling price of some products. Factors influencing transportation costs. Discuss the main factors influencing transportation costs (12marks)
  
- (b) Explain the main services offered by retailers (8marks)

### **QUESTION THREE**

- (a) Explain the main pricing techniques that retailers can use in pricing their products(12marks)
  
- (b) Identify the main use of warehouses (8Marks).

### **QUESTION FOUR**

- (a) Reasons why retailers hold inventory?(5@2=10marks)
  
- (b) Discuss the main signs of poor inventory management in a retail establishment(10marks)

### **QUESTION FIVE**

- (a) Discuss the main functions of warehousing( Total 10marks)
  
- (b) Factors to consider in choosing a public warehouse (10marks).