



**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: DECEMBER 2014**

**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***

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**QUESTION 1 (Compulsory)**

- a) Distinguish between:
  - i) Speciality store and department store
  - ii) Market penetration and Market diversification
  - iii) Cross-selling and Pushmoney. **(6 marks)**
- b) Explain the factors that have contributed to the growth of the retail sector in Kenya. **(12 marks)**
- c) 'Retailers want a rapid inventory turnover'. In light of this statement, explain the reasons for rapid inventory turnover. **(12 marks)**

## **QUESTION 2**

- a) Describe **FIVE** types of non-store retailing. **(10 marks)**
- b) Explain **FIVE** challenges faced by retailers who locate their stores in the Central Business District. **(10 marks)**

## **QUESTION 3**

- a) Explain **FIVE** pricing strategies that a retailer can use. **(10 marks)**
- b) Discuss **FIVE** sales promotion techniques used by retailers. **(10 marks)**

## **QUESTION 4**

- a) i) Explain the term market logistics. **(2 marks)**  
ii) Explain the importance of market logistics to companies. **(6 marks)**
- b) Describe the steps in the strategic retail planning process. **(12 marks)**

## **QUESTION 5**

- a) Successful retailers have incorporated customer service as a strategy to remain competitive. Explain **SIX** of these services. **(12 marks)**
- b) Discuss the ways in which retailers build customer loyalty. **(8 marks)**