

TECHNICAL UNIVERSITY OF MOMBASA
School of Business
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION 2015/2016

BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4304: RETAIL MARKETING MANAGEMENT

SERIES: APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question **ONE** (COMPULSORY) and any other **TWO**

1. a) Distribution channels and their channel members have been described as “Links in a chain”. Discuss the functions of distribution channels.
(10 marks)
- b) One of the strategic decisions that retailers have to make is the retail store site selection. Explain SIX factors that retailers consider in the choice of store location.
(12 marks)
- c) One of the categories of retail stores is the specialty store. Citing relevant examples, describe the characteristics of such stores.
(8 marks)
2. a) Despite favourable reasons for locating in a shopping mall, retailers operating in a mall face several challenges. Discuss FIVE of these challenges.
(10 marks)
- b) In making decisions regarding pricing, the retailer’s pricing objectives should be interactive with other retail decisions. Explain FIVE of these decisions.
(10 marks)
3. a) Retailers who successfully integrate their promotional efforts with the other elements of the retailing mix are high performers. Discuss the advertising objectives of a supermarket chain.
(10 marks)
- b) The profitable retailers of the future must integrate customer service into all aspects of retailing. Explain FIVE transaction services that retailers provide to their customers.
(10 marks)
4. a) Discuss the elements of a retail store environment that draw customers into the store and stimulate them to buy merchandise.
(12 marks)
- b) Explain the criteria that can be used to carry out performance appraisal for retail salespeople.
(8 marks)
5. a) Discuss FIVE causes of retail shrinkage and the measures that retailers can put in place to prevent this occurrence.
(12 marks)
- b) Explain FOUR major market logistics functions.
(8 marks)