



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BMK 4302: RETAIL MARKETING MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: December 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Discuss the role of a retailer as a member of the larger supply chain. (12 marks)
- b) The retail sector in Kenya has grown tremendously over the last few years. Explain FIVE factors that have contributed to this trend. (10 marks)
- c) Specialty stores specialize in specific range of merchandise. Explain the reasons for selling via such stores. (8 marks)

Question TWO

- a) Retail location can be a source of a retailer's competitive advantage. Explain SIX factors a retailer should consider in selecting a store location. (12 marks)

b) Explain FOUR advantages of franchise model to a franchisee.

(8 marks)

Question THREE

a) Kenyan cities and towns have seen a proliferation of shopping malls. Explain SIX advantages of such locations to a retailer.

(12 marks)

b) A retailer's pricing objectives must interact with other decisions. Explain FOUR of these decisions.

(8 marks)

Question FOUR

a) To efficiently manage the promotion mix, retail managers must first establish their promotional objectives. Explain FOUR of these objectives.

(8 marks)

b) Profitable retailers integrate customer service as part of their competitive strategy. Explain THREE of each of the pre-transactional, transactional and post-transactional services.

(12 marks)

Question FIVE

a) Retailers employ exterior designs that pull shoppers into the stores and interior designs that stimulate sales. Explain SIX store design elements that can achieve this.

(12 marks)

b) Retail managers have to contend with inventory shrinkage. Discuss FOUR methods that can be used to prevent inventory shrinkage

(8 marks)