TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION,

BACHELOR OF COMMERCE

BMK 4304: RETAIL MARKETING MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES AUGUST 2019

TIME: 2 HOURS

DATE: Aug 2019

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)   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)

Question TWO

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)

Question THREE

a)   The store environment enhances image and increases productivity. Discuss the elements of a retail store environment.

(12 marks)

b)   Describe the criteria that can be used to carry out performance appraisal for retail salespeople.

(8 marks)

Question FOUR

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)

Question FIVE

a)   Discuss FIVE causes of retail shrinkage and the measures that retailers can put in place to prevent this occurrence.

(12 marks)

b)   Describe FOUR major market logistics functions.

(8 marks)