



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: DECEMBER 2024

TIME: 2HOURS

DATE: Pick DateDec2024

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 members are often referred to as 'links in a chain.' Discuss the various functions that distribution channels perform in the marketing process. (10 marks)
- b) Retail location is a critical decision for any retailer. Discuss six factors that influence the selection of a retail store location. (12 marks)
- c) Define the term 'specialty store' and, with relevant examples, outline its key characteristics. (8 marks)

Question TWO

- a) With the rise of shopping malls in urban centers in Kenya, retailers face various challenges. Discuss five challenges that retailers operating in these malls encounter. (10 marks)
- b) Retailers' pricing objectives should align with other key retail decisions. Explain five of these pricing decisions. (10 marks)

Question THREE

- a) A supermarket chain, "FreshMart," has integrated its promotional efforts with other elements of its retailing mix to achieve high performance. Discuss five advertising objectives FreshMart should set to further enhance its market presence. (10 marks)
- b) To remain profitable in the future, retailers must integrate customer service into every aspect of their operations. Explain five transaction services that retailers offer to enhance the customer experience. (10 marks)

Question FOUR

- a) A clothing retailer, "StyleHub," has recently revamped its store layout to enhance the shopping experience. Discuss six elements of the retail store environment that contribute to attracting customers into the store and encouraging them to make purchases. (12 marks)
- b) Explain the criteria that should be considered when conducting performance appraisals for retail salespeople. (8 marks)

Question FIVE

- a) A retail store, "TechWorld," has been experiencing a rise in inventory discrepancies, leading to a decrease in profits. Employees have noticed frequent stockouts, and customers are sometimes unable to find products on the shelves. Discuss five causes of retail shrinkage at "TechWorld" and five measures the store can implement to prevent this occurrence. (12 marks)
- b) A company, FreshFoods, distributes perishable goods like fruits and vegetables to retail stores across the region. Recently, they have been facing challenges with product quality, delivery delays, and inventory management. Discuss four functions of market logistics that FreshFoods must focus on to address its challenges and improve distribution efficiency. (8 marks)