



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

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE.

- a). Distinguish Three types of corporate retail organizations. (6 marks)
- b). Illustrate Four factors that affect the service gap of retailers. (8 marks)
- c). Outline Four ways through which warehouse production can be improved. (8 marks)
- d). Relate Four importance of logistics to companies. (8 marks)

Question TWO

- a). With the use of examples explain the product related factors influencing transport costs. (8 marks)
- b). Highlight Three basic components of store design. (6 marks)

- c). Outline Three reasons for selling through specialty stores. (6 marks)

Question THREE

- a). Describe at least Four negative effects of information technology to retail businesses. (8 marks)
- b). Outline Six steps involved in the market logistic planning. (12 marks)

Question FOUR

- a). Outline Four unpaid personal communication methods that retail stores can use. (8 marks)
- b). Explain Six cues used by customers to evaluate retail service. (12 marks)

Question FIVE

- a). Highlight Five main logistics functions relevant to business organizations. (10 marks)
- b). Identify Five signs of poor inventory management of retail organizations. (10 marks)