

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
RETAIL MARKETING MANAGEMENT – CBU 2206**

**FINAL EXAMINATION - JUNE 2007
TIME ALLOWED 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- *Answer section A and*
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**Section A
(Compulsory)**

Question 1

Case Study: Wal-Mart Stores, Inc.: The Post Sam Walton Era.

- (a) What marketing strategies is Wal-Mart using to maintain its growth and market leadership position? **[10 marks]**
- (b) What steps may Wal-Mart's management take to maintain and continue to succeed in the absence of its founder? **[10 marks]**
- (c) Wal-Mart is applying the marketing concept. What evidence is there to support this assertion? **[10 marks]**
- (d) Wal-Mart emphasized customer service. What evidence support this assertion. Use examples. **[10 marks]**

Question 2