

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

RETAIL MARKETING MANAGEMENT – CBU 2206

SUPPLEMENTARY EXAMINATION

OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **Four (4)** Questions.
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

QUESTION 1

- a) What is a retailer? **[5 Marks]**

- b) Giving practical examples, discuss any **six** functions of a retailer. **[20 Marks]**

QUESTION 2

What factors should be considered when identifying specific locations for retail outlets? **[25 Marks]**

QUESTION 3

Discuss the various methods that retailers can use to reduce shrinkage from shoplifting and employee theft. **[25 Marks]**

QUESTION 4

Information Technology is threatening to render conventional store retailing obsolescent. Discuss. **[25 Marks]**

QUESTION 5

What are the advantages and disadvantages of supplying own brands for retailers? **[25 Marks]**

QUESTION 6

Discuss the various types of retailing organizations. Use examples to support your answer.

[25 Marks]

QUESTION 7

Discuss the critical aspects that a retail manager needs to consider in managing retail service employees.

[25 Marks]

END OF EXAMINATION