

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
JUNE 2010 EXAMINATIONS
RETAIL MARKETING MANAGEMENT CBU 2206
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer question **One** and any other **Three** questions from section B.

INFORMATION TO CANDIDATES

- i) All questions in **SECTION B** carry **20** marks each.
- ii) Questions may be answered in any order.
- iii) Credit will be given to the use of appropriate examples.
- iv) This paper contains **Seven** questions.

QUESTION ONE

Store location decisions are considered to be one of the most important elements of retail marketing. Discuss. [25 Marks]