

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
FINAL EXAMINATIONS - MAY 2011
RETAIL MARKETING MANAGEMENT- CBU 2206
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry 25 marks each.
- ii) Questions may be answered in any order.
- iii) Credit will be given for the **use of appropriate examples**.
- iv) This paper contains **Seven** questions.

Question 1

Retailers offer a variety of services which serve to differentiate them from their competitors. Discuss these services. **[25 Marks]**

Question 2

Discuss the various ways retailers can employ to minimize retail losses due to customer shoplifting. **[25 Marks]**

Question 3

What are the relevant issues to consider when choosing a retail site? **[25 Marks]**

Question 4

Discuss the merits of own brands for retailers. **[25 Marks]**

Question 5

Discuss the merits and demerits of electronic retailing for both the retailer and the consumer. **[25 Marks]**

Question 6

Discuss the main purposes of store design.

[25 Marks]

Question 7

'An understanding of consumers' needs and motives is an essential prerequisite of successful retail marketing strategy. Discuss this statement.

[25 Marks]

END OF EXAMINATION