

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**RETAIL MARKETING MANAGEMENT – CBU 2206**

**SUPPLEMENTARY EXAMINATION – JULY 2014**

**TIME ALLOWED: 3 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

**INFORMATION TO CANDIDATES**

- (i) Questions may be answered in any order.
- (ii) All questions carry **25** marks.
- (iii) As much as possible, use relevant examples.
- (iv) This paper contains **seven** questions.

**Question 1**

Explain the different types of non-food retailers found in Zimbabwe giving specific named examples of each and their specific characteristics. **[25 marks]**

**Question 2**

Greg Sibanda recently won the Africa Lotto Jackpot of US\$ 50 000,00 and has decided to open a clothing boutique in the City of Bulawayo. He plans to locate his store in an unplanned city location but is not quite sure which type. Advise Greg on what would be the best site for his store, explaining fully the basis for your recommendation. **[25 marks]**

### **Question 3**

- a) Distinguish among a manufacturer's brand, a private brand and a licensed brand, giving specific examples of each. **[10 marks]**
- b) Discuss the factors that are considered by a retailer in deciding on the retail branding strategy to use. **[15 marks]**

### **Question 4**

'The demise of Tashas and Buscod is an indication that small retail supermarkets face a threat for survival from the more established retailers such as TM and OK.' Undertake an assessment of the strategies that these 'smaller emerging' supermarkets can use to survive in this challenging environment. **[25 marks]**

### **Question 5**

- a) Explain why location decisions are of strategic importance in retail market strategy formulation. **[10 marks]**
- b) Analyse the important elements that a butchery owner needs to consider in designing his butchery shop layout. **[15 marks]**

### **Question 6**

Discuss how a fuel service station retailer can use the classification of services model to develop a customer service strategy for his fuel station. **[25 marks]**

**Question 7**

- a) Explain the concept of e-tailing, highlighting the factors that have contributed to its growth world-wide. **[15 marks]**
- b) What challenges do most Zimbabwean companies face in trying to implement the e-tailing concept? **[10 marks]**

**END OF EXAMINATION**