

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

RETAIL MARKETING MANAGEMENT – CBU 2206

SUPPLEMENTARY EXAMINATION – AUGUST 2010

TIME ALLOWED: 3 HOURS

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) Credit will be given for use of pertinent examples.
- iv) This paper consists of **six** questions.

QUESTION 1

Define the following terms:-

- a) A retailer? **[5 Marks]**
- b) In store displays **[5 Marks]**
- c) Merchandizing **[5 Marks]**
- d) Services retailing **[5 Marks]**
- e) Product Quality **[5 Marks]**

QUESTION 2

Trends in Zimbabwe show that there is an emergence of dealers who sometimes buy products from retail outlets for re-distribution to the final consumers.

- a) What causes this trend in Zimbabwe? **[10 Marks]**
- b) What is the effect of this trend, on manufacturers, retailers and final consumers? Use examples to illustrate your answer. **[15 Marks]**

QUESTION 3

- a) Discuss the factors you would consider in making a decision to choose the location of a stationary business in Bulawayo. **[15 Marks]**
- b) What are the advantages and disadvantages of locating in the Central Business District (CBD) of Bulawayo? **[10 Marks]**

QUESTION 4

Discuss the various methods that retailers can use to minimize shrinkage from employees.

[25 Marks]

QUESTION 5

Discuss the following retail strategies highlighting how they should be managed for successful retailing:-

- a) Customer service **[15 Marks]**
- b) Atmospheric management **[10 Marks]**

QUESTION 6

What considerations should a retailer make in deciding on the location of an up market clothing retail store? **[25 Marks]**

END OF EXAMINATION