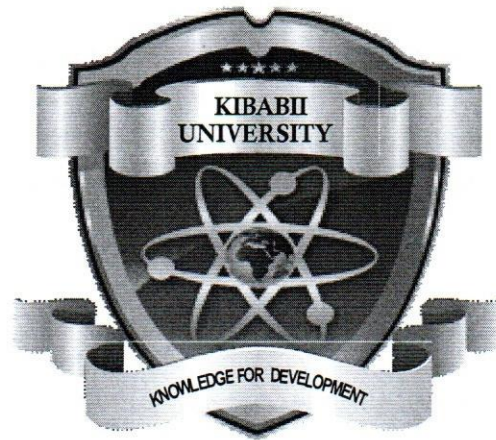


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS SPECIAL/SUPPLEMENTARY EXAMS

2017/2018 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 410

COURSE TITLE: RETAIL MANAGEMENT STRATEGY

DATE: 17/10/2018

TIME: 11.30AM – 1.30PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

Retail organisations will not be able to continue their day to day operations if they do not pay their monthly bills on time.

- a) list and explain some of the factors that retailers must consider in order to effectively an prudently manage cash flow in the retail store (10 MKS)
- b) using adequate illustrations discuss five key product purchasing variables (10MKS)
- c) list and explain three types of retail stores giving advantages and disadvantages of each (10MKS)

QUESTION TWO

- a) Define an assortment plan (5 MKS)
- b) Using adequate examples, discuss five factors that a retailer will consider before coming up with an assortment plan (15 MKS)

QUESTION THREE

- a) Using relevant examples, discuss four factors which affect the merchandising function in a retail store (10 MKS)
- b) List and explain five merchandise ordering methods in a retail store (10MKS)

QUESTION FOUR

- a) Clearly discuss the main functions of human resource in a retail store (10 MKS)
- b) What are some of the challenges that faces human resource in a retail store (10MKS)