

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
MAIN EXAMINATION**

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 411

COURSE TITLE: RETAIL MANAGEMENT STRATEGY

DATE: 14/07/2021

TIME: 9.00AM-11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a. "Retailing includes all activities involved in selling goods or services to the final consumers for personal, non-business use." - Phillip Kotler. Outline 4 challenges retailers face in today market (4mks)
- b. Define 3 micro environment factors that affects today's retail business (6mks)
- c. Highlight two advantages of assortment planning (4mks)
- d. The retail store layouts are designed in way to use the space efficiently. Define the following popular layouts designs (6mks)
 - i. Grid Layout
 - ii. Loop layout
 - iii. Free layout
- e. Describe the 2 functions of a merchandizing manager (4mks)
- f. Outline the contribution of effective financial management to retail business (6mks)

QUESTION TWO

Retail formats are broadly classified into **Store based**, **Non-store based** and **Serviced retailing formats**. Citing a practical example, highlight the categories of store-based retailing (20mks)

QUESTION THREE

- a. Outline factors to consider when selecting a retail location (10mks)
- b. Discuss factors affecting global retailing strategy (10mks)

QUESTION FOUR

Customer-centered, chainwide approach to strategy developed and implemented to drive values with clear goals. Together, there are four principles form the retailing concept which should be understood and applied by all retailers. With a practical example, describe the following approaches (20mks)

- i. Customer orientation
- ii. Coordinated effort
- iii. Value driven
- iv. Goal oriented

QUESTION FIVE

- a. Consumer buying behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. Outline these process (10mks)
- b. Discuss advantages of good buyer and vendor relationship (10mks)