

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF
COMMERCE**

COURSE CODE: BCM 411/BCP 412

**COURSE TITLE: RETAIL MANAGEMENT
STRATEGY**

DATE: 23/05/2022 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 the Kenyan retailers market **(4 marks)**
- b. Define 3 micro environment factors that affects today's retail business **(6 marks)**
- c. Highlight two disadvantages of assortment planning **(4 marks)**
- d. The retail store layouts are designed in way to use the space efficiently. Define the following popular layouts designs **(6 marks)**
 - i. Grid Layout
 - ii. Loop layout
 - iii. Free layout
- e. Describe the 2 functions of a merchandizing manager **(4 marks)**
- f. Outline the contribution of effective financial management to retail business **(6 marks)**

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 **(20 marks)**

QUESTION THREE

- a. Outline factors to consider when selecting a retail location **(8 marks)**
- b. Describe the key steps involved in designing retail strategies **(12 marks)**

QUESTION FOUR

- a. Discuss factors affecting global retailing strategy **(10 marks)**
- b. Describe some of unethical practices in retail promotion **(10 marks)**

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 steps **(10 marks)**
- b. Discuss advantages of good buyer and vendor relationship **(10 marks)**