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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

### MAIN EXAMINATION

2021/2022 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

**COURSE CODE: BCP 412**

**COURSE TITLE: RETAIL MANAGEMENT STRATEGY**

**DATE: 31/01/2022**

**TIME: 9.00AM -11.00AM**

#### INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
- 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
- 3) Credit is given for legibility, clarity and use of relevant examples
- 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
- 5) Clearly write your **Registration Number** on each answer sheet used

**TIME: 2 Hours**

**KIBU** observes **ZERO** tolerance to examination cheating

## QUESTIONS : SECTION A

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### QUESTION ONE

- a. Evaluate the steps in buying merchandise in the retail industry in Kenya. [8 Marks]
- b. Analyze and then enlist the merchandising strategies for companies, the products of whom, you use in day- to-day life. [8 Marks]
- c. Various practitioners and innovators have given numerous applications of technology in retail management. Describe these technologies. [6 Marks]
- d. Take example of five companies and show the impact of the macro-environment on the competitiveness of retail firms in Kenya. [8 Marks]

## QUESTIONS : SECTION B

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### QUESTION TWO

- a. Discuss the retail marketing research techniques in Kenya. [10 Marks]
- b. Demonstrate your understanding of retail unit location analysis for retail outlets in Kenya. [10 Marks]

### QUESTION THREE

- a. It is important to carefully consider interior and exterior design elements, in retail management. Elaborate. [10 Marks]
- b. Retailers will also need to examine their channels of distribution and research what the market is willing to pay. Explain. [10 Marks]

### QUESTION FOUR

- a. The retail marketing research process includes the systematic identification, collection, analysis and distribution of information for the purpose of knowledge development and decision making. Elucidate on the process from a retail perspective. [10 Marks]
- b. Discuss the concept of channel conflicts in retail distribution. [10 Marks]

### QUESTION FIVE

- a. Discuss retail evolution and development in the retail industry in Kenya. [10 Marks]
- b. Assess the relationship between merchandise and accounting functions. [10 Marks]