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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

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

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCB 412/BCM 411**

**COURSE TITLE: RETAIL MANAGEMENT STRATEGY**

**DATE: 02/08/2021**

**TIME: 9.00AM-11.00AM**

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### 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) The various processes which help the customers to procure the desired merchandise from the retail stores for their end use is referred to as retail management. In addition, Retail management includes all the steps required to bring the customers into the store and fulfill their buying needs. Discuss four ways which retailing adds values. (8mks)
- b) The business environment provides the arena in which retailers operates. In every industry the future of organizations is determined by an ability to acquire information about the environment and analyze its influence on their development. Explain the 4-key importance of understanding business environment (8mks)
- c) Describe the three main contribution of Human resource in retail management (6mks)
- d) Outline three component of a retail store interior designs (2mks)
- e) Define assortment planning in retail management (2mks)
- f) Highlight three internal factors that influence retailer pricing (6mks)
- g) Differentiate between transactional and collaborative buyer vendor relationship (4mks)

### QUESTION TWO

- a) Retail formats are broadly classified into **Store based, Non-store based** and **Serviced retailing formats**. Citing a practical example, highlight the categories of Serviced retailing formats stores (10mks)
- b) Consumer buying behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. Outline **social factors** that influence consumer buying decision. (10mks)

### QUESTION THREE

- a) Discuss macro factors influencing retail trade (10mks)
- b) Retail store location is an important factor for the marketing team to consider while setting retail marketing strategy. Discuss the argument behind this reflection. (10mks)

#### **QUESTION FOUR**

- a) As a student who has just completed retail management course, outline the stages in developing retail strategies (12mks)
- b) Highlight the factors that influence retail merchandising (8mks)

#### **QUESTION FIVE**

Retail promotion includes any communication by a retailer that informs, persuades, and/or reminds the target market about any aspect of that firm. Discuss the four major elements of retailer promotional mix citing their examples, advantages and disadvantages.

(20mks)