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University Examinations 2015/2016

SECOND YEAR SECOND SEMESTER EXAMINATION FOR DEGREE OF
BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

BBS 3275: RETAIL MERCHANDISE MANAGEMENT

DATE: NOVEMBER 2015

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Define the following term
- i. Retail merchandise (2Marks)
 - ii. Sales forecast (2Marks)
 - iii. Convenience goods (2Marks)
 - iv. Specialty goods (2Marks)
 - v. Sales promotion (2Marks)
- b) A variety of environmental forces influence an organisation marketing systems. Some are controllable while other are not controllable (uncontrollable). Discuss any five external macro factors/forces that may influence organization marketing systems (10Marks)
- c) Discuss five basic functions of merchandise planning (10Marks)

QUESTION TWO (20 MARKS)

- a) The outcome of merchandising is a set of ‘right’ which are achieved through the merchandising process. Discuss any five of these ‘rights’ (10Marks)
- b) Explain the retail functions (8Marks)
- c) Define the term “organization chart” in relation to retail organization. (2Marks)

QUESTION THREE (20 MARKS)

- a) Highlight and briefly discuss the ten-point process of a merchandising promotional plan (10Marks)
- b) Discuss the factors to consider when choosing the location of a retail business (10Marks)

QUESTION FOUR (20 MARKS)

- a) In retail business data is typically captured at various interfaces. Highlight four sources of retail data (4Marks)
- b) Briefly discuss the sources of difficulties in data retrieved and manipulation in retail enterprises (8Marks)
- c) Discuss the chronological growth and application of IT in retail merchandising business (8Marks)

QUESTION FIVE (20 MARKS)

- a) Define the term budget (2Marks)
- b) Highlight and discuss the advantages of an effective budget to retail merchandise (8Marks)
- c) Define the term “retail strategy” (2Marks)
- d) Briefly explain the elements of a retail strategy (8Marks)