



MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR

THIRD YEAR END OF SEMESTER II EXAMINATIONS

**DEGREE IN
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 348

COURSE TITLE:- SUPPLY MANAGEMENT

DATE:- 31ST OCTOBER, 2012 TIME:- 2.00P.M. - 5.00 P.M..

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

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BBM 348 SUPPLY MANAGEMENT

Answer any Four Questions

QUESTION ONE

- a) Explain why retail managers need to consider ethical issues in decision making?(7 marks)
- b) Discuss the trends shaping today's retailers. (8 marks)

QUESTION TWO

- a) Explain how multichannel retailers provide more value to their customers? (8 marks).
- b) How can technology affect the future shopping experience? (7 marks)

QUESTION THREE

- a) What social and ^{person}~~personnel~~ factors affect customer purchase decision? (6 marks)
- b) How can a retailer build competitive advantage? (9 marks)

QUESTION FOUR

- a) Explain the steps the retailers go through when developing a strategy. (6 marks)
- b) Discuss the benefits of developing stores brands by retail outlet. (9 marks)

QUESTION FIVE

- a) Why is store location such an important decision for retailers? (5 marks)
- b) What factors do retailers consider when evaluating merchandise performance? (10 marks).