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**University Examinations 2015/2016**

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT.

**BBD 2150: RETAIL AND MERCHANDISE MANAGEMENT.**

**DATE: AUGUST 2016 TIME: 11/2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Analyse the importance of the retail sector in an economy. (5 marks)
2. Discuss the key instructions to follow in budgeting merchandise. (5 marks)
3. Explain the key characteristics of a good supplier. (5 marks)
4. Discuss the benefits to franchiser and franchisee in a franchise organisation (8 marks)
5. Explain the macro factors to a retail environment. (7 marks)

**QUESTION TWO (20 MARKS)**

1. Explain the steps in merchandise management planning process. (12 marks)
2. Discuss on suppliers selection and assessment. (8 marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the types of retail organisations. (12 marks)
2. Explain the micro factors to a retail environment. (8 marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the roles and functions of retailing. (10 marks)
2. Explain the advantages and disadvantages of corporate chain store. (10 marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss the fundamental steps in retail planning process. (12 marks)
2. Highlight the services provided by retail outlet to consumers. (8 marks)