



# **MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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## **University Examinations 2013/2014**

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE/DIPLOMA IN  
PURCHASING AND SUPPLIES MANAGEMENT

### **CPS 0108: RETAIL & MERCHANDISE MANAGEMENT**

**DATE: APRIL 2014**

**TIME: 1 ½ HOURS**

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

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#### **QUESTION ONE – (30 MARKS)**

- a) What is retailing? (3 marks)
- b) Describe four macro environmental factors affecting retailing showing how each factor affects retailing. (12 marks)
- c) What is market research and why is it important? (5 marks)
- d) Describe five characteristics distinguishing retailers from other members of the marketing channel. (10 marks)

#### **QUESTION TWO (20 MARKS)**

- a) The right merchandising blend includes balancing a number of factors. Discuss how the correct merchandising blend is attained. (15 marks)
- b) How do you verify wares on receipt to the stores? (5 marks)

**QUESTION THREE (20 MARKS)**

- a) There are several types of retail organizations. Giving examples describe speciality store retailers. (8 marks)
- b) Describe four formats of none store retailing. (12 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss six factors you would consider before you start selling your products to Southern Sudan. (12 marks)
- b) Describe four store location systems that are used in warehouses. (8marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss five micro environmental factors affecting retailing showing how they affect retailing. (15 marks)
- b) What are the advantages of collecting data by mailing questionnaires to respondents? (5 marks)