



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411

Fax: 064-30321

Website: www.must.ac.ke Email: info@must.ac.ke

University Examinations 2013/2014

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN PURCHASING
AND SUPPLIES

CPS 0108: RETAIL AND MERCHANDISE MANAGEMENT

DATE: DECEMBER 2013

TIME: 1 ½ HOURS

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

QUESTION ONE – (30 MARKS)

- (a) What is retailing. (4 Marks)
- (b) Describe five characteristics distinguishing retailers from other members of the marketing channel. (10 Marks)
- (c) Why is retailing so important to society. (6 Marks)
- (d) Describe the components of strategic management. (4 Marks)
- (e) Describe four macro environmental factors showing how they affect retailing. (6 Marks)

QUESTION TWO – (20 MARKS)

- (a) Discuss five types of retail organizations giving relevant examples in Kenya. (15 Marks)
- (b) Describe the retail marketing concept. (5 Marks)

QUESTION THREE – (20 MARKS)

- (a) What is none store retailing? Give examples. (6 Marks)
- (b) What is retail environment and why is it important? (8 Marks)
- (c) Describe three store location systems that are used in warehouses. (6 Marks)

QUESTION FOUR – (20 MARKS)

- (a) Discuss five micro environmental factors showing how they affect retailing. (15 Marks)

(b) What is market research?

(5 Marks)

QUESTION FIVE – (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 receipts to the stores?

(5 Marks)