



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

**CITY CAMPUS - EVENING**

**ABA 326: RETAIL MANAGEMENT**

Date: 9<sup>th</sup> June, 2017

Time: 5.30 - 8.30 pm

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**INSTRUCTIONS:**

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks and the rest 15 marks each.

**QUESTION ONE**

- (a) Use examples to explain the role retailing plays in the Kenyan economy (15Marks)
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- (b) Discuss the bases for classifying retail firms (10 Marks)

**QUESTION TWO**

- (a) Explain the methods used by retailers to influence consumer choice and actions in their purchasing decision-making. (8 Marks)
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- (b) Critically examine the options available to retailers in the process of choosing the location of their stores. (7 Marks)

**QUESTION THREE**

- (a) Use practical examples to discuss the ways retailers can develop a suitable competitive advantage in retailing market. (8 Marks)
- (b) Explain the significance of Ansoff's Matrix Model in retail management. (7 Marks)

**QUESTION FOUR**

Describe any retail business of your choice using the following dimensions as coverage of your analysis.

- (a) Company profile (4 Marks)
- (b) Type of ownership (3 Marks)
- (c) Strategic mix (4 Marks)
- (d) Merchandising (4 Marks)

**QUESTION FIVE**

Discuss the significance of Information Technology (IT) in retail management. (15 Marks)

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