



UNIVERSITY EXAMINATIONS: 2011/2012

EXAMINATION FOR THE DEGREE IN BACHELOR OF COMMERCE

CAM 316 MERCHANDISE & RETAIL MARKETING (day)

DATE: JULY, 2012

TIME: 2 HOURS

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

Question One

You have been selected as the marketing manager of LAMEX international a south African based electronic chain store, that is opening its branches in Kenya

- a) Discuss Four growth opportunities LAMEX chain stores may pursue (8 Marks)
- b) Discuss the main factors you will consider when choosing the stores location (8 Marks)
- c) Briefly explain how the Kenyan culture is going to affect the consumer purchase decision of your products (5 Marks)
- d) Identify and briefly elucidate three ways you can use to build customer loyalty (9 Marks)

Question Two

- a) Discuss the benefits and limitations of the following flow layout
 - i. Free Flow Layout (6 Marks)
 - ii. Grid Layouts (6 Marks)
- b) Briefly explain the Responsibilities undertaken by Store Managers (8 Marks)

Question Three

- a) Discuss the benefits and limitations of the following Customer Service Strategies (8 Marks)
- b) Identify and discuss the unique customer benefits offered by the following retail channels (12 Marks)

Question Four

- a) Differentiate between staple merchandise Categories and fashion merchandise Categories? (8 Marks)
- b) Discuss factors that Determine the Variety products retailers stock (8 Marks)
- c) Identify and briefly explain factors that affecting sales projections (4 Marks)

Question Five

- a) Briefly explain how retailers can build brand equity for their stores and their private-label merchandise? (8 Marks)
- b) Discuss the importance of an Efficient Supply Chain Management to the retailer ? (6 Marks)
- c) Identify and briefly explain the factors retailers consider when pricing merchandise? (6 Marks)