



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

MAIN CAMPUS

ABA 326: RETAIL MANAGEMENT

Date: 13th June, 2017

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any OTHER THREE questions.



QUESTION ONE

(a) While citing examples in Kenya, distinguish between 'store' and 'non-store' retail services.

(10 marks)

(b) Discuss strategies that may be adopted to provide retail competitive advantage.

(10 marks)

(c) Discuss the challenges and opportunities of global retail market

(5 marks)

QUESTION TWO

Research is an important tool of retail decision making.

(a) Describe the research techniques that may be used in studying consumer behaviour in retail stores.

(10 marks)

(b) Discuss retail research process

(5 marks)

QUESTION THREE

(a) Examine the use of Ansoff Matrix in evaluating retail risks and options.

(8 marks)

(b) Present a comparative analysis of retail scenario in Kenya and that of advanced markets such as USA and European Union

(7 marks)

QUESTION FOUR

(a) Describe retail decision making process.

(5 marks)

(b) Examine the promotional tactical tools used by retailers.

(10 marks)

QUESTION FIVE

(a) Describe the process of personal selling as a tool of effective retailing.

(6 marks)

(b) Discuss the merit and demerits of retail franchising.

(7 marks)

(c) Explain retail pricing models or options.

(7 marks)

QUESTION SIX

a) Describe the term 'promotional mix'

(5 marks)

b) Assess Customer Relationship Management (CRM) model as a retail strategy to optimize long-term value.

(10 marks)