



## **UNIVERSITY OF EMBU**

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**2017/2018 ACADEMIC YEAR**

**SECOND SEMESTER EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**DMA 416: RETAIL MANAGEMENT**

**DATE: APRIL 11, 2018**

**TIME: 2:00 PM – 4:00 PM**

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**INSTRUCTIONS:**

**Answer Question ONE and ANY Other TWO Questions.**

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**QUESTION ONE (30 MARKS)**

- a) Explain the concept of retailing as used in retailing management. (2 marks)
  - b) Using an example, discuss the application the wheel of retailing theory in retailing operations. (4 marks)
  - c) Differentiate between hawking and mobile shops types of retail outlets. (4 marks)
  - d) Expound on the role of technology in retail operations. Support your answers with relevant examples. (3 marks)
  - e) Discuss the significance of location decisions for effective retail operations dealing with fast moving consumer goods. (5 marks)
  - f) Explain the difference between interior and exterior types of store designs for retail sites. (4 marks)
  - g) Outline any three methods of communication that retailers employ to reach to their target market. (6 marks)
  - h) Explain two benefits that customers accrue by purchasing goods from online retail platforms. (2 marks)
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**QUESTION TWO (20 MARKS)**

- a) Using a supermarket of your choice, discuss the role of management in the running of its retail operations. (10 marks)
- b) Describe any five functions of retailing as a business. Support your answer with relevant examples. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Orient Juice Makers is a new retail outlet dealing with fruit juice processing, bottling and retailing. Assume you have been recruited to the firm as a retail manager, explain how you would employ the retail marketing mix in selling the company products. (10 marks)
- b) Explain the concept of the store design. Outline four mandatory requirements necessary while designing a retail store. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Many retail outlets join an industry that operates in unique settings. Describe any five retail environments that a retailer of your choice operates in. (10 marks)
- b) Discuss the process of developing sales forecasts for successful merchandise planning. (10 marks)

**QUESTION FIVE (20 MARKS)**

Using a retail outlet of your choice, discuss the business's life cycle and explain the strategies that would revamp it to recover lost market share. (20 marks)

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