



MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
EXAMINATION

FOR THE DEGREE
OF
BACHELOR OF SCIENCE
BACHELOR OF EDUCATION
BACHELOR OF COMMERCE

COURSE CODE: BCB 410

COURSE TITLE: RETAIL MANAGEMENT

DATE: MONDAY, 19TH/12/2022

TIME: 8:00 -10:00AM

Instructions:

- Answer question **three** questions. Question one is **compulsory**

TIME: 2 hours

MMUST observes ZERO tolerance to examination cheating

- This paper consists of 3 printed pages. Please turn over.

1. QUESTION ONE.

Read the statement below and answer questions which follow

With the high level of competition in the retail industry, marketing is one the most important business concerns of a retail outlet. As you plan for a retail strategy for your store, consider the problems that can arise from competitors and consumer behavior. By anticipating issues you can design a more streamlined, effective retail plan.

Required

- a) With focus on the statement above, consider five major challenges faced by mainstream retail outlets in Kenya. (10mks)
- b) Suggest five ways which could be used to revamp the dwindling fortunes of key players in the retail industry in Kenya. (10mks)
- c) On the basis of unique challenges of retail business, clearly show five distinguishing characteristics of retailers. (10mks)

QUESTION TWO

- a) Retail price is the summation of manufacturing costs and all the costs that retailers incur at the time of charging the customer. Discuss five internal factors that can be used to determine retail prices. (10mks)
- b) Demographics are objects quantifiable easily, identifiable and measurable. Point out five consumer demographics that are likely to inform a retailer's decisions. (10mks)

QUESTION THREE

- a) Retail stores should be located where market opportunities are best. Clearly bring out five store locational factors that come into plan when selecting an appropriate store location. (10mks)

- b) Central Business District is a one of the four unplanned business districts. Differentiate it from the rest and explain its advantages. (10mks)

QUESTION FOUR

- a) Merchandise refers to the goods bought and sold in business. Discuss five components of the process of merchandising. (10mks)
- b) Explain five unique features that characterize the human resource environment in retail business. (10mks)

QUESTION FIVE

- a) Supply chain includes the movement and storage of raw materials, work in progress, inventory and finished goods from origin to the point of consumption. Show the objectives of supply chain management in retail and clearly show five major elements of retail supply chain management . (20mks)