

MAIN
THE COOPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATION 2021/22
EXAMINATION FOR THE DEGREE IN BACHELOR OF COMMERCE
(PURCHASING OPTION)
(YEAR THREE SEMESTER TWO)
UNIT CODE: BPSM 3104

UNIT TITLE: RETAIL AND MERCHANDISE MANAGEMENT

MAY 2022

TIME: 2 HOURS

INSTRUCTIONS

Answer Question ONE (compulsory) and any other TWO questions

Question one

- a) Describe the term retailing (5 marks)
- b) Differentiate between wholesale and retail operations (10 marks)
- c) Discuss the macro environmental factors that affect retailing. (10marks)
- d) Briefly describe the emerging sectors in retailing (5 marks)

Question two

- a) With examples, explain how a retail supply chain works and exceptions thereof (10marks)
- b) Discuss the roles and responsibilities of a stores merchandise manager (10 marks)

Question three

- a) 'Retail stores should be located where market opportunities are best' explain this statement and discuss the factors considered when locating a retail store. (10marks)
- b) Explain the retail promotional mix (5 marks)
- c) Explain the market research process(5 marks)

Question four

- a) Discuss the factors affecting pricing decisions 10 marks
- b) Explain the issues hindering international retailing 10 marks
- c)

Question five

- a) Describe the various approaches to pricing in retailing (10 marks)
- b) What is non store retailing (e- tailing)? Briefly examine four types of non store retailing (10marks)