



OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2024 /2025 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER MAIN
EXAMINATION

**FOR THE DEGREE OF BACHELOR OF
BUSINESS MANAGEMENT**

COURSE CODE:BBM 433

COURSE TITLE: RETAIL AND MERCHANDISE MANAGEMENT

DATE:24TH APRIL 2024

TIME: 8 TO 11 A.M

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN EXAM
BBM 433: RETAIL AND MERCHANDISE MANAGEMENT

STREAM: BBM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.*
- ii. Maps and diagrams should be used whenever they serve to illustrate the answer.*
- iii. Do not write on the question paper.*

QUESTION ONE (30 MARKS)

- i. Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty. List at least five characteristics of retailing. 5marks
- ii. Explain on the difference between store and non-store retailing. Elaborate on at least five non-retailing management methods. 10marks
- iii. Within the aspect of retailing and merchandising there exist a terminology expressed as consumer buying behaviour that take into consideration of consumer buying process. Detail the buying process under retail and merchandising phenomenon. 10marks
- iv. Explain and underscore what strategic retail planning process means. 5marks

QUESTION TWO (20 MARKS)

Retailing is a global, high-tech industry that plays a major role in the global economy. About one in five U.S. workers is employed by retailers. Increasingly, retailers are selling their products and services through more than one channel—such as stores, Internet, and catalogs. Firms selling services to consumers, such as dry cleaning and automobile repairs, are also retailers.

- i. Elaborate on the role of retailing in an economy. 10 marks
- ii. Briefly explain the benefit of Radio frequency identification 10marks

QUESTION THREE (20 MARKS)

Location is the most important ingredient for any business that relies on customers. It is also one of the most difficult to plan for completely. Location decisions can be complex, costs can be quite high. there is often little flexibility once a location has been chosen and the attribute of location have a strong importance on retailers overall strategy.

- i. Explain on the levels of location decision and its determining factors. 10marks
- ii. Elaborate on the three types of buying decision made under retailing function. 10marks

QUESTION FOUR (20 MARKS)

A planned shopping centre consists of a group of architecturally owned or managed stores, designed and operated as a unit, based on balanced tendency and surrounded by parking facilities.

- i. Discuss on the objectives of a good store design. 10marks

ii. Differentiate between multichannel retailing and store retailing 10marks

QUESTION FIVE (20 MARKS)

Supply chain management and logistics is regarded as a network of retailers, distributors, transporters, storage facilities, and suppliers that take part in the production, delivery, and sale of a product that convert and move the goods from raw materials to end users.

i. Explain on three parts of a supply chain and as well the objectives of supply chain management. 10marks

ii. Explain on factors that influence the selection of a particular shopping centre 10marks