

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
PROCUREMENT AND LOGISTICS MANAGEMENT**

**BPLM 214: RETAIL MERCHANDISE**

**STREAMS: BPLM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 27/09/2021**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS**

- **Answer question ONE (Compulsory) and any other TWO questions**
- **Do not write on the question paper**

**Question one**

- a) In the current financial year Kenyan government has set aside funds to support small and medium retail enterprises and also provided for corporate tax break for newly established retail organizations. Examine the rationale behind these initiatives. (10 marks)
- b) Kenya has experienced collapse of giant retail businesses over the last five years notably Nakumatt and Turskys supermarkets. Analyze the reason for this trend and suggest a viable solution. (10 marks)
- c) Using relevant examples examine the main types of retail organizations commonly found in Kenya today. (10 marks)

**Question two**

- a. A buying decision is a methodical process that requires critical analysis of various parameters that are essential for achieving value for money. Identify and explain the main stages involved in making a buying decision. (12 marks)

- b. State and explain four elements of marketing mix commonly applied in retail business management today. (8 marks)

**Question three**

- a. Enumerate the main steps involved in merchandise management planning. (12 marks)
- b. Highlight the challenges experienced by retailers in Kenya today and suggest how they can be mitigated. (8 marks)

**Question four**

- a. Highlight the main types of market research necessary for establishment and growth of retail business in Kenya today. (10 marks)
  - b. State and explain the main factors affecting evaluation and selection of a distribution channel for retail businesses. (5 marks)
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