

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF PURCHASEING AND LOGISTICS MANAGEMENT

BPLM 214: RETAIL AND MERCHANDISE MANAGEMENT

STREAMS: BPLM (Y2S2)

TIME: 2 HOURS

DAY/DATE: FRIDAY 09/7/2021

5.00 P.M. – 7.00 P.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write anything on the question paper

QUESTION ONE

- (a) What is a budget plan? [2 marks]
- (b) Describe the various components constituting a merchandise budget plan [8 marks]
- (c) Describe the objectives of sales promotion activities in retail and merchandise management operations. [7 marks]
- (d) Explain the various techniques used in evaluating branches or departments performance in retail and merchandise process. [8 marks]
- (e) Describe the required steps or procedures of preparing merchandise plan [5 marks]

QUESTION TWO

- (a) Explain the evolution stages of retail developments [6 marks]
- (b) Due to globalization dynamics as well technological advancement retailing operations have adopted major trends for effective operations. Describe the various adopted trends by the retails and show how they are used to mitigate the dynamic challenges. [8 marks]
- (c) Disclose the role played by retailing in facilitating business transactions globally. [6 marks]

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QUESTION THREE

- (a) Businesses are required to plan for the merchandise activities. Discuss [8 marks]
- (b) Discuss the various challenges that business may face in merchandise planning processes [7 marks]
- (c) Accounting information is essential in merchandise activities. Explain main information required to be disclosed in merchandise operations. [5 marks]

QUESTION FOUR

- (a) Describe the qualities of a good merchandise budget plan [7 marks]
 - (b) Stock or material handling and controlling their losses is an important function in retailing and merchandise operations. Describe the various methods that can be used to achieve this functional objective. [6 marks]
 - (c) The selection and identification of the best merchandise suppliers is a difficulty activity for most merchants. Identify and briefly explain the sources of information for selection. [7 marks]
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