

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### EXAMINATION FOR THE AWARD OF DIPLOMA IN PROCUREMENT & LOGISTICS MANAGEMENT

**DPLM 0112: RETAIL MERCHADISE MANAGEMENT**

**STREAMS: DPLM**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 07/8/2019**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO**

- Q1. (i) Discuss the effects of retailing management on the following sectors
- (a) Government [2.5 marks]
  - (b) Organizations [2.5 marks]
  - (c) Consumer [2.5 marks]
  - (d) Society [2.5 marks]
- (ii) Discuss the various functions of retailing management. [10 marks]
- (iii) Vividly discuss the evolution of retail and development. [10 marks]
- Q2. (i) Discuss the future of retail and merchandise using automated shopping and their impacts on customer satisfaction. [10 marks]
- (ii) Supplier appraisal is essential in enhancing procurement performance. Justify the statement using any five major areas upon which a supplier may be appraised. [10 marks]
- Q3. (i) Retailing requires effective sales promotion to succeed. Outline the main objectives of sales promotion using examples. [10 marks]
- (ii) Discuss the concept of buying sustainable goods and the benefits of the application of the sustainable goods. [10 marks]

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- Q4. (i) Advice upcoming organization on the legal consideration when choosing business premises. [10 marks]
- (ii) Discuss the five main supplier sourcing polices. [10 marks]
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