CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT

DPLM 0112: RETAIL AND MERCHANDISE MANAGEMENT

STREAMS: DPLM Y1S2   **TIME: 2 HOURS**

DAY/DATE: WEDNESDAY 18/04/2018   **11.30 A.M. – 1.30 P.M.**

INSTRUCTIONS:
 • **Answer question ONE and any other TWO questions.**

QUESTION ONE

(a)   Explain the concept of retailing.   (3 marks)

(b)   Explain the various functions of retailers in a distribution channel.   (8 marks)

(c)   Give your understanding of the term merchandise management.   (2 marks)

(d)   To discharge its responsibilities adequately, the merchandise function must actively co-operate with accounting function, not only to provide a service, but to give and receive information so that the service is efficient. Discuss any five distinct activities which are supposed to be shared across the merchandise function and the accounting function.
                                                                              (10 marks)

(e)   Explain the control techniques used in retail sector.   (7 marks)

QUESTION TWO

(a)   Where slow moving stock is necessary, it needs to be supported with policy and procedures. Highlight any five policy requirements in the management of slow moving stock.   (5 marks)

(b)   (i)   Explain the meaning of the term "supplier sourcing"   (3 marks)

        (ii)   Explain any six sources of information relating to potential suppliers. (12 marks)

QUESTION THREE

(a)   Early Supplier Involvement (ESI) is an approach in supply management to bring the expertise and collaborative synergy of suppliers into the design process. Explain the advantages of ESI in product development.   (10 marks)

(b)   Explain any five supplier sourcing policies.   (5 marks)

(c)   State five objectives of sales promotion.   (5 marks)

QUESTION FOUR

(a)   Highlight the ten C's of effective supplier evaluation.   (10 marks)

(b)   Explain the trends/future of retail merchandise using automated shopping techniques.
                                                                                                (10 marks)