

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU & THARAKA

**FIRST YEAR EXAMINATION FOR THE AWARD OF
DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT**

DPLM 0121: RETAIL AND MERCHANDISE MANAGEMENT

STREAMS: DPLM

TIME: 2 HOURS

DAY/DATE: THURSDAY 09/08/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

Attempt Question One and any other Two

1. (i) Discuss using examples how retailing management has affected the follow sectors
marks] (a) Society [3
(b) Government [3 marks]
(c) Organizations [4 marks]
- (ii) Discuss any five major sources of supplier information a buyer may obtain
marks] information from. [10
- (iii) Discuss the importance of supplier appraisal using any five areas upon which a
marks] supplier may be appraised upon. [10
2. (i) Discuss how retailing functions may be used by an organization as a value adding
marks] tool using examples. [10
- (ii) Discuss the main phases of retail evolution and development. [10 marks]

3. (i) Sales promotion enhances organization performance effectively. Discuss the statement using the main four objectives of sales promotion. [10 marks]
- (ii) Discuss the effects of the following sales promotion strategies to an organization
- (a) Push strategy
- (b) Pull strategy [10 marks]
4. (i) Discuss how an organization may benefit from buying sustainable goods using examples. [10 marks]
- (ii) Advice an organization which want to establish retailing sector on the legal requirements which they ought to comply with before they start operating (any 8) [10 marks]
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