

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BPLM 214: RETAIL AND MERCHANDISE MANAGEMENT

STREAMS: BPLM Y2S2

TIME: 2 HOURS

DAY/DATE: MONDAY 9/04/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other TWO Questions.
- Be neat and orderly
- Marks are shown at the end of each question.
- Do not write anything on the question paper

QUESTION ONE [30 MARKS]

- (a) Enumerate the main components of the retail mix. [5 Marks]
- (b) Discuss five social factors that influence the buying process in retail transaction. [5 Marks]
- (c) Outline some of the factors that affect the perceived quality of a product. Discuss. [10 Marks]
- (d) Explain five value creating elements that are contributed by retailers. [10 Marks]

QUESTION TWO [20 MARKS]

Dr. Reddy's Laboratories Ltd, is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their distribution channels.

Required:

- (a) What are the criteria of channel performance they should look for? [10 Marks]
- (b) What should be the distribution strategies they should design to have larger market share? Advice. [10 Marks]

QUESTION THREE

- (a) Name and explain five approaches that should be used by retailers to gain competitive advantage. [10 Marks]
- (b) Discuss the benefits of online retailing in Kenya, citing examples. [10 Marks]

QUESTION FOUR

(a) Discuss the main reasons why departmental stores are losing their market share to discount stores in Kenya. [10 Marks]

(b) Enumerate the main stages in the retail buying process. [10 Marks]

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