
CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

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

DPLM: 0112: RETAIL AND MERCHANDISE MANAGEMENT

STREAMS: Y2 S2

TIME: 2

HOURS

DAY/DATE: TUESDAY 17/11/2020

5.00 P.M – 7.00 P.M.

INSTRUCTIONS:

1. Answer all question
2. Be clear and neat, give examples where appropriate

QUESTION ONE (20 MARKS)

a). Using relevant examples, discuss the four major categories of merchandisers according to their location of their merchandise. (10 marks)

b). Being in the right location is a key ingredient in a business's successes. Discuss the factors you may consider when formulating a location strategy for a retail chain. (10 marks)

QUESTION TWO

The present day customer is commonly referred to as "dynamic customer" poses real challenges to a retailer, the worst resulting to complete loss of customers. Discuss four of these challenges and your recommendations on how a retailer may overcome to avoid loss of customers.

(20 marks)

QUESTION THREE

a). Explain five forms of sales promotion methods that a retailer may adopt to promote his merchandise . (10 mks)

b). Discuss the role of Information Technology in retail merchandise management.(10 marks)

QUESTION FOUR

- a)Discuss the marketing mix in retail business (5 marks)
- b) Discuss the major distribution Networks used in retail Networks (10 marks)
- c). “Retailing has no importance in the economy” Discuss (5 marks)

QUESTION FIVE

- (a). Describe the functions of the feedback mechanism in retailing planning (5marks)
 - (b) Discuss any five key parameters that you can evaluate and appraise a supplier on before engaging him as a new supplier for a retail and merchandise function. (10 marks)
 - (c) Discuss the ideal characteristics of a stores environment for a retail merchandise business or chain. (5marks)
-