

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
PROCUREMENT AND LOGISTICS MANAGEMENT**

**BPLM 214: RETAIL MERCHANDISE MANAGEMENT**

**STREAMS: BPLM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 14/04/2025**

**8.30 A.M. – 11.30 A.M.**

**INSTRUCTIONS**

- **Answer question ONE (Compulsory) and any other TWO questions**

**QUESTION ONE (30 Marks)**

- Discuss FIVE importance of Merchandise planning. (10 Marks)
- Discuss FIVE importance of budgeting and control in merchandise planning. (10 Marks)
- Explain FIVE ways how information technology can be applied in merchandise management and its impact on inventory control. (10 Marks)

**QUESTION TWO (20 Marks)**

- Define sales promotion and discuss FOUR promotional techniques commonly used in retailing. (10 Marks)
- Explain FIVE ways how retailers handle goods and information to enhance customer satisfaction. (10 Marks)

**QUESTION THREE (20 Marks)**

- Differentiate between micro and macro factors in the retail environment, giving THREE example of each. (10 Marks)

- ii. Explain FIVE importance of retail corporate planning and its role in merchandise management. (10 Marks)

**QUESTION FOUR (20 Marks)**

- i. Explain FIVE factors to consider when conducting a retail unit location and site analysis. (10 Marks)
  - ii. Discuss THREE techniques used in merchandise budget control and their importance in retail management. (10 Marks)
- .....