

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DPLM 0112: RETAIL AND MERCHANDISE

STREAMS: DPLM (ODEL)

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- *Answers question ONE and any other TWO questions*

QUESTION ONE

- Discuss how retailers add value to business sector in Kenya. (10 marks)
- As a procurement student, expound on the need for retail knowledge and the opportunities available when you have this knowledge. (10 marks)
- Discuss the emerging trends in retail and merchandise. (5 marks)
- Highlight the supplier evaluation areas. (5 marks)

QUESTION TWO

- Explain the available sources of information on suppliers available for retail establishments. (10 marks)
- Discuss the possible rights of sourcing. (10 marks)

QUESTION THREE

- Discuss sales promotion and its objectives to a retail establishment. (10 marks)
- Discuss the various retail enterprises that one can find in Kenya. (10 marks)

QUESTION FOUR

- Discuss the following sales promotion strategies;

a) Pull strategy. (5 marks)

b) Push strategy. (5 marks)

ii) Explain how the government of Kenya encourages the growth of retail business in Kenya. (10 marks)

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