

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

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

BPLM 214: RETAIL MERCHANDISE MANAGEMENT

STREAMS: BPLM (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS

- **Attempt question ONE and TWO other questions**

QUESTION ONE

- a) State and explain four elements of marketing mix commonly applied in retail business management today. (10 marks)
- b) Enumerate the main steps involved in merchandise management planning. (10 marks)
- c) Highlight the challenges experienced by retailers in Kenya today and suggest how they can be mitigated. (10 marks)

QUESTION TWO

- a) State and explain the main factors affecting evaluation and selection of a distribution channel for retail businesses. (10 marks)
- b) Discuss any five major inventory control technique a warehousing manager may apply to control inventory. (10 marks)

QUESTION THREE

- a) Discuss any five methods an organization may apply for disposal of goods. (10 marks)
- b) Using relevant examples discuss any five major functions of a ware house. (5 marks)
- c) Discuss the importance of inventory coding. (5 marks)

QUESTION FOUR

- a) Discuss how Electronic point of sale (EPOS) application enhances the efficiency and effectiveness of warehousing management. (10 marks)
 - b) Discuss the various types of warehousing and their respective roles. (10 marks)
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