



**Riara School of Business**  
*Nurturing business innovators*

**SEPTEMBER–DECEMBER 2017 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**

**DAY PROGRAMME**

**RBA 401: RETAIL MANAGEMENT**

**DATE: DECEMBER 2019**

**TIME: 2 HOURS**

---

**INSTRUCTIONS**

- i) Answer question one and any other two**
  - ii) Marks allocated to each question are shown at the end of the question**
  - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**
- 

**QUESTION ONE: COMPULSORY (30 MARKS)**

a) Examine the THREE main bases for classifying retail firms **(9 Marks)**

b) Recent advances in IT have resulted in the possibility of new advances in home shopping and the delivery of services direct to the consumer on an information ‘super highway’.do these advances spell the death knell for the traditional store based retailer? Discuss

**(5 Marks)**

c) Discuss THREE risks inherent in cross boarder retailing and offer three prescriptions for success

**(6 Marks)**

d) Eddie and Robert have decided to open a new menswear shop in Nakuru. They believe there is potential for a retail outlet serving the busy businessman who wants a little more than the ordinary available in the market place. They wish to be businesslike in their approach and have decided to check out their hunch by carrying out marketing research.

- i. Identify the sources of information available to them?
- i. Of what value would marketing research bring to them **(10 Marks)**

## **QUESTION TWO**

- a) Describe the main types of media used by retailers? **(8 Marks)**
- b) With the aid of a diagram, Discuss the concept of scrambled merchandizing in retailing stating **FOUR** reasons as to why retailers adopt it **(10 Marks)**

## **QUESTION THREE**

- a) 'The three keys to success in retailing are location, location and location'. Critically evaluate that statement.
  - I. Highlight **FOUR** merits of the location of a local retail store in relation to its target market **(8 Marks)**
- b) Many retailers have adopted the principles of price lining. Evaluate this tactic with particular reference to the current economic climate. **(12Marks)**

## **QUESTION FOUR**

- a) How might an understanding of the following be used by a practicing retail manager. Illustrate your answers with examples from current practice
  - i. light and color
  - ii. display technique
  - iii. store movement patterns
  - iv. store layout **(8 Marks)**
- b) Define level of service and Provide **FOUR** examples of customer services which retailers have offered in order to gain competitive advantage. **(10Marks)**

\*\*\*\*\*END\*\*\*\*\*