



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION APRIL-2019

EXAMINATION FOR THE BACHELOR OF COMMERCE

(YR II SEM II)

UNIT CODE: BCPP 2303

UNIT TITLE: RETAIL AND MERCHANDISE MANAGMENT

DATE: 8TH APRIL, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ON

- Discuss the bases of markets segments that a retailer firm operating nationally might adopt to segment that market for its product. (10 marks)
- Explain the factors that a retailer might consider when selecting a vendor to supply retailing products. (10 marks)
- Discuss the factors that have led to the growth of value chain super markets out of town shopping center recently in Kenya. (10 marks)

QUESTION TWO

- Explain how a supermarket might position its services to the target customers. (10 marks)
- Discuss the factors that influence the buyer behavior in retail organization.(10 marks)

QUESTION THREE

- Yeluade** Holdings is a retaining company that deals in branded foods. Analysis the benefits that will accrue to **Yeluade** holdings by acquiring its merchandise online. (10 marks)
- Direct selling in retail business has gradually disappeared over time, As a retail manager, propose the factors behind this gradual disappearances of direct selling. (10 marks)

QUESTION FOUR

- Describe the retaining buying process. (10 marks)
- Explain the importance of merchandise to a retailer. (10 marks)

QUESTION FIVE

- Describe retail environmental factors which can influence the operation of a retaining firm. (10 marks)
- Explain how a supermarket might position its services to the target market. (10 marks)