



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION AUGUST -2018

EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT
(YR I SEM I)

UNIT CODE: COCM 1106

UNIT TITLE: MERCHANDISE AND TRANSPORT MANAGEMENT

DATE: 23RD AUGUST, 2018

TIME: 11:30 AM – 1:30 PM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Discuss briefly the objectives of Merchandising. (5 Marks)
- (b) Explain any FIVE external constraints that could affect merchandising activities. (10 Marks)
- (c) Discuss FIVE importance of documentation in merchandising. (5 Marks)
- (d) Briefly explain Factors that determine how much to order during merchandising. (5 Marks)
- (e) Outline any FIVE importance of training for merchandising activities. (5 Marks)

QUESTION TWO

- (a) Briefly outline FIVE importance's personnel policy in merchandising. (10 Marks)
- (b) Discuss the factors that would influence location of a store. (10 Marks)

QUESTION THREE

- (a) Explain the importance of EOQ in controlling merchandise store. (10 Marks)
- (b) Briefly outline the benefits of economic appraisal for establishing a merchandise store. (10 marks)

QUESTION FOUR

- (a) Outline and discuss the Purchasing Process in merchandising. (15 Marks)
- (b) Outline FIVE factors for transport management in merchandising. (5 Marks)

QUESTION FIVE

- (a) Outline FIVE importance of the stores control procedures. (10 Marks)
- (b) Outline the functions of merchandise activity in co-operative. (10 Marks)