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**University Examinations 2015/2016**

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BBS 3275: RETAIL MERCHANDISE MANAGEMENT**

 **DATE: AUGUST 2016 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30MARKS)**

1. Define the following terms:
2. Sales promotion (2 Marks)
3. Merchandising conglomerates (2 Marks)
4. Specialty goods (2 Marks)
5. Departmental stores (2 Marks)
6. Franchiser (2 Marks)
7. Critically discuss the importance of an effective budget to retail merchandising. (10 Marks)
8. Analyze the growth and application of I.T in retail merchandising management. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Assuming your friends want to locate a new retail store in your town, they have consulted you for advice as a professional in that area. Discuss the critical factors that you would consider when choosing the location of a new retail business. (10 Marks)
2. The outcome of merchandising is a set of ‘Right’ which are achieved through the merchandising process. Discuss any five of these ‘Rights’. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Explain the term Retail Strategy. (2 Marks)
2. The general Retail Strategy focuses on growth, selecting and productivity. Analyze the growth strategies commonly used by retail business. (8 Marks)
3. Highlight and discuss the techniques used in retail sector while setting merchandise budget and control. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the retail functions. (8 Marks)
2. Define the term “Organization Chart” in relation to retail organization. (2 Marks)
3. Identify the basic function of merchandising planning. (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. One of the most important aspects of marketing is to understand the environmental factors that affect the business in any given organization. Discuss any five micro and macro forces that may influence the organization marketing system. (10 Marks)
2. What is corporate store and discuss the advantages of running a corporate chain store. (5 Marks)
3. Highlight the characteristics of a franchiser. (5 Marks)