



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 407: RETAIL MARKETING MANAGEMENT

DATE: 17/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS) (COMPULSORY)

- a) Retailers are important in the today's business world because of the various functions that they perform. Explain any five of the functions. (10 marks)
- b) Samaj is the head of marketing in a mega retail store and he sought your advice about the approaches that he should use to develop an ad message that would gain repeated viewing. Give him your advice on these approaches. (10 marks)
- c) Differentiate public relations and publicity. (5 marks)
- d) Using relevant examples, outline the types of order getters that are used in the retail industry. (5 marks)

QUESTION TWO (20 MARKS)

- a) Franchising is of many benefits to the stakeholders involved. Explain any five benefits enjoyed by the Franchisee. (10 marks)
- b) Soliamo is planning to open a new branch of her retail chain of businesses but she is not clear on the considerations to focus on while choosing its site. Describe to her any five elaborated considerations. (10 marks)

QUESTION THREE (20 MARKS)

- a) One of the major challenges that Raphtech Supermarket is currently facing is that most of the customers walk in the premises but they walk out without making a single purchase. Explain any five reasons. (10 marks)
- b) Describe the types of approaches you would use in the process of selling an insurance policy to a given CEO. (10 marks)

QUESTION FOUR (20 MARKS)

- a) The manufacturer of a new toothpaste brand approaches you seeking to know the sales promotion methods that she can use to stimulate the retailers' support. Examine any five of the methods. (10 marks)
- b) A retailer approaches you seeking to know the principles to be considered in ensuring that training of his personnel is a success. Outline to him any five principles to use. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Examine any five forms of publicity that a retailer can use in creating awareness of her/his business. (10 marks)
- b) Outline any five advantages that retailers derive from advertising. (10 marks)