



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 407: RETAIL MARKETING MANAGEMENT

DATE: 30/8/2022

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question ONE and any other TWO Questions.

Time: 2 Hours

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Evaluate the macro-environment variables that face the retail industry in Kenya. (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 using five reasons. (10 marks)
- c) Explain any five sources of prospecting in the selling process. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain any five functions of a merchandising manager. (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. Give her your advice with five elaborate reasons. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain any five reasons as to why customers can walk out of a store without making a single purchase. (10 marks)
- b) Discuss 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. Evaluate any five of them. (10 marks)
- b) Describe the consumer buying process using viable examples. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the forms of publicity that a retailer can use in creating awareness of her/his business. (10 marks)
- b) Discuss any five advantages of advertising to retailers. (10 marks)