



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 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: 1/8/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS

Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Retailers are important in the today's business world because of the various functions that they perform. Discuss. (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. (10 marks)
- (c) A heated debate from a group of students concluded that Public relations and Publicity are the same. Do you agree or disagree? Give reasons for your answer. (5 marks)
- (d) Using relevant examples, discuss 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. Discuss the 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. Give her your advice with five elaborate reasons. (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. Discuss why this is so with five reasons. (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. Advice. (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. Give him your advice. (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 the advantages of advertising to retailers. (10 marks)