

CHUKA



UNIVERSITY

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**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
PROCUREMENT AND LOGISTICS MANAGEMENT**

DPLM 0112: RETAIL AND MERCHANDISE MANAGEMENT

STREAMS: DPLM (Y1S2)

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE and any other TWO questions

QUESTION ONE

- (a) Kenyan giant retailers have been closing down over the last ten years. Examine the reasons for this trend. [10 marks]
- (b) Analyze why it is imperative for a growing economy like Kenya to have a robust retail sector. [10 marks]
- (c) With an aid of a diagram evaluate the micro-economic factors that affects retail businesses in Kenya. [10 marks]

QUESTION TWO

- (a) Critically analyze the main steps involved in executing merchandise planning. [10 marks]
- (b) Examine the main types of retail organizations commonly found in Kenya today. [10 marks]

QUESTION THREE

- (a) Identify and explain the key characteristics to consider when identifying and short-listing potential suppliers for retail business. [10 marks]
- (b) With an aid of a diagram clearly demonstrate how retail business growth strategy can be developed and implemented. [10 marks]

QUESTION FOUR

- (a) Identify and explain the key approaches that can be adopted to build sustainable competitive advantage in the retail sector. [10 marks]
- (b) Market research is a critical component for retail sector competitiveness. Analyze the main types of market research that can be undertaken for this sector. [10 marks]

QUESTION FIVE

- (a) Evaluate the key categories of buyer behaviour that are commonly witnessed in the public sector. [10 marks]
 - (b) Examine the main approaches that can be adopted as a basis for segmenting consumer markets in the retail sector. [10 marks]
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