



MURANGA UNIVERSITY COLLEGE

(A constituent College of Jomo Kenyatta University of Agriculture & Technology)

MAIN CAMPUS

SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF PURCHASING SUPPLY MANAGEMENT**

COURSE CODE: HPS 2208

COURSE TITLE: RETAIL MERCHANDISE MANAGEMENT

DATE: 4TH AUGUST 2015

TIME: 9.00AM-11.00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer THREE (3) questions

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE

- a) Discuss FIVE different categories of environments within a retailer operates illustrate with relevant examples how these factors may affect a retailer's business (15marks)
- b) Highlight any FIVE trends in the retail business (5marks)
- c) Discuss FOUR steps of a retail life cycle (4marks)
- d) Identify SIX sources from which information about a supplier may be obtained. (6marks)

QUESTION TWO

- a) Briefly describes each of the steps that a retailer goes through in the development of a strategic retail plan. (12marks)
- b) Retailers perform many business activities that increase the value of the products and services they sell to consumers. Discuss any FOUR such activities (8marks)

QUESTION THREE

- a) Store design relates to the architectural characteristic or decorative style of a retail outlet
- i) Explain any FIVE elements of exterior design (5marks)
- ii) Highlight the issues to consider in setting out the internal design (5marks)
- b) i) Describe the grid store layout (2marks)
- ii) Explain any four advantages of the grid layout (8marks)

QUESTION FOUR

- a) Retailers make specific decisions in choosing a location for a retail store. These include decisions regarding the trade area, as well as the specific site. Discuss four factors that affect the attractiveness of a market or trade area (8marks)
- b) Suggest some FOUR factors that would specifically be considered in site evaluation (12marks)