



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA 203
COURSE TITLE : RETAIL MARKETING
DURATION : 3 Hours
DATE : 25 September 2020

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

Question 1

Retailers face a myriad of challenges in Zimbabwe. Giving relevant examples discuss the challenges faced by retailers in the services sector and suggest ways to overcome such challenges. **(Total 25 marks)**

Question 2

Space is one of the key assets of a retailer. Explain in detail how retailers manage their space. **(Total 25 marks)**

Question 3

‘Merchandising is your silent sales person’. Discuss how merchandising is employed in retailing. **(Total 25 marks)**

Question 4

Taking into consideration a sector of your choice discuss how the porters five forces influence the decision of a new player. **(Total 25 marks)**

Question 5

Discuss the factors that determine retail locations. **(Total 25 marks)**

END OF PAPER