



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

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

**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**

(a) Briefly discuss the factors to consider when evaluating a new retail trading area location. **(12marks)**

(b) Discuss the major problems being faced by major retail shops in Zimbabwe. **(13 marks)**

**(Total 25 marks)**

**Question 2**

(a) Describe and explain any three types of signage used in retailing. **(10 marks)**

(b) Evaluate the benefits of effective signage in enhancing shopping experiences by customers. **(15 marks)**

**(Total 25 marks)**

**Question 3**

Evaluate the three major store layout and design available to a fashion retailer. Give reference to practical examples. **(Total 25 marks)**

**Question 4**

Identify and discuss the main consumer rights and responsibilities in Zimbabwe. Apply relevant examples. **(Total 25 marks)**

**Question 5**

Describe and explain the socio-economic and technological influences on retail marketing. **(Total 25 marks)**

**END OF PAPER**