



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA203
COURSE TITLE : RETAI MARKETING
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 2.1
DATE : 14 NOV 2019

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

Outline and discuss key channel members in the distribution of a consumer product of your choice.
(25 marks)

Question 2

Retailing is a unique activity in a marketing function. Identify characteristics, types or categories of retail trade in Zimbabwe.
(25 marks)

Question 3

How would you explain retailing and its importance in the economy to someone not familiar with the subject?
(25 marks)

Question 4

The environmental factors of retailing include both internal and external. Identify such factors and discuss them in relation to banks in Zimbabwe.
(25 marks)

Question 5

Identify and discuss the major elements of the retail mix.
(25 marks)