



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

**DEPARTMENT OF MARKETING**

**EXAMINATION PAPER**

**COURSE CODE** : CMA203  
**COURSE TITLE** : RETAIL MARKETING  
**DURATION** : 3 Hours  
**DATE** :

*Printed*

**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**

Reid Hoffman (Co-Founder, LinkedIn) "Before visiting a mall or a shop, the first question that arises in consumers' mind is, "How far do I have to walk/drive?". Based on this, what is the importance of Location in Retail Business?(25 marks)

**Question 2**

- a. What is non store retailing? (15 marks)
- b. Discuss any 2 factors (models) you would use to do market factor analysis for a strategic retail plan(10 marks)

**Question 3**

- a. Briefly outline any 3 ways of doing a Micro Location Evaluation. (15 marks)
- b. Discuss any 4 objectives of store layout and design.(10marks)

**(Total 25 marks)**

**Question 4**

Why is it important for a new retailer to understand The Science of Colours in Retail?

**(25 marks)**

**Question 5**

Why is it important for retailers to understand the retail Consumer's Decision Making Process? (25 marks)

**END OF PAPER**