



DEPARTMENT OF BUSINESS STUDIES

COURSE: RETAIL MARKETING

COURSE CODE: CMA203

DURATION: 3 HOURS

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. Each question has a total of 25 marks
5. The number of marks for each question or part question is shown in brackets []

Question 1

Using suitable example comment on the saying by Martineau that “the friends we choose, the neighbourhoods we live in, the way we spend and save our money, the educational plans we have for our children are determined in large degree along social class lines.” **[25 marks]**

Question 2

- a. Using relevant examples define a private brand. **[5 marks]**
- b. Briefly outline any 5 disadvantages that private brands have. **[10 marks]**
- c. Differentiate a warranty from a guarantee. **[10 marks]**

Question 3

- a. Briefly outline any 4 advantages of branding employees in retail business. **[16 marks]**
- b. outline any 3 ways of making retail signage effective **[9 marks]**

Question 4

- a. Outline any 2 methods that can be used to study the customer instore behaviour. **[10 marks]**
- b. Briefly outline any 5 disadvantages of a centralized stores organization. **[15 marks]**

Question 5

Using suitable examples discuss effects of geographical locations on price. **[25 marks]**

End of paper