



**DEPARTMENT OF BUSINESS STUDIES**

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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 discuss the factors to consider for a retail location. **[25 marks]**

### **Question 2**

- a. Define the following terms,
- i. conventional store, (3 marks)
  - ii. supercentres, (3 marks)
  - iii. Hypermarkets, (3 marks)
  - iv. Specialty stores, (3 marks)
  - v. Discount stores (3 marks)
- b. Outline any 2 factors to consider when evaluating trading area? **[10 marks]**

### **Question 3**

- a. Briefly discuss the importance of employee branding in retail business. **[15 marks]**
- b. Why all sale signs or clearance signs are red? **[10 marks]**

### **Question 4**

- a. With the aid of suitable examples outline the 3 types of retail layouts. **[15 marks]**
- b. Using suitable examples differentiate a warranty from a guarantee. **[10 marks]**

### **Question 5**

How relevant is the theory of consumer efficiency to today retailing? **[25 marks]**

**End of paper**