

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF MARKETING AND ACCOUNTING

COURSE: RETAIL MARKETING

COURSE CODE: CMA 203

DURATION: 3 HOURS

29 NOVEMBER 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- (a) Briefly discuss the factors to consider when evaluating a retail trading area location. **(12 marks)**
- (b) Discuss the major problems being faced by major retail shops in Zimbabwe. **(13 marks)**

(Total 25 marks)

Question 2

Describe and explain the socio economic and technological influences on retail marketing.

(Total 25 marks)

Question 3

Evaluate the three major store layout and design benefits 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

- (a) Describe and explain any three types of signage used in retailing. **(10 mark)**
- (b) Evaluate the benefits of effective signage in enhancing shopping experiences by customers.

(15 marks)

(Total 25 marks)

END OF PAPER