



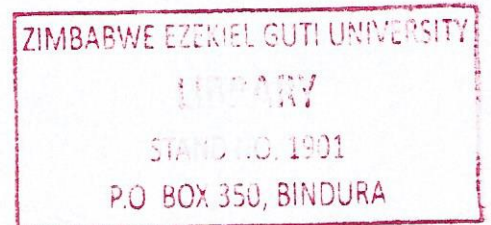
DEPARTMENT OF BUSINESS STUDIES

COURSE: RETAIL MARKETING

COURSE CODE: CMA203

DURATION: 3 HOURS

DATE 22 JUNE 2017



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

Using suitable example outline why a country like Zimbabwe should continue to have retail organisations. [Total 25 marks]

Question 2

- a. With the aid of examples, briefly outline why all **SALE** signs are red in most retail outlets? [10 marks]
- b. Discuss the factors which influence the differences in the structure of retailing between the eastern and western countries. [15 marks]

[Total 25 marks]

Question 3

- a. From your understanding of the Theory of Consumer Efficiency, what is more important consumers between Time or Money? [10 marks]
- b. Discuss the effect of disintermediation on retailing and consumers. [15 marks]

[Total 25 marks]

Question 4

- a. Briefly outline five (5) advantages that the store channel has over internet channel. [10 marks]
- b. You have been asked to advise a new chain of retailers on the best store organisation they must use between the centralized or decentralized stores organization, which one would u recommend? [15 marks]

[Total 25 marks]

Question 5

Give any five (5) ways a retail organization of your own choice can use to improve its customer service.

[Total 25 marks]