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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

**BBD 2150: RETAIL AND MERCHANDISE MANAGEMENT**

 **DATE: NOVEMBER 2015 TIME: 11/2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Distinguish corporate chain stores from voluntary chain stores while highlighting two (2) merits and demerits of each chain store. (12 Marks)
2. Discuss the microenvironmental factors affecting the retail industry. (10 Marks)
3. Explain the importance of a retail sector to an economy of a country. (8 Marks)

**QUESTION TWO (20 MARKS)**

1. Describe the distinct variables which can be used to rate the vendors. (10 Marks)
2. Discuss in detail macro environmental factors affecting the retail industry. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Describe the approaches towards building a sustainable competitive advantage. (10 Marks)
2. Discuss in detail macroenvironmental factors affecting the retail industry. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Explain the factors influencing buyer behaviour. (10 Marks)
2. Discuss the functions/roles played by a retail industry. (10 Marks)

**QUESTION FIVE (20 MARKS)**

Write short explanatory notes on the following terms conspicuous in retail and merchandise management.

1. Vendor rating. (4 Marks)
2. Merchandise planning. (4 Marks)
3. Marketing audit. (4 Marks)
4. Marketing research. (4 Marks)
5. Retail corporate plan. (4 Marks)