NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF BUSINESS MANAGEMENT	
QUALIFICATION CODE: 07BBMA	**LEVEL: 7**
COURSE CODE: BRM711S	**COURSE NAME:** RETAIL MANAGEMENT
SESSION: JULY 2022	**PAPER:** THEORY
DURATION: 3 HOURS	**MARKS:** 100

2ND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	Mr. S. Tjitamunisa Mr. L. Fotolela
MODERATOR:	Mr. R. Ritter

INSTRUCTIONS	
	1. Answer ALL the questions.
	2. Write clearly and neatly.
	3. Number the answers clearly.
	4. Detach the table on page **07** to answer the multiple choice and true or false questions and attach it to your answer sheet.

THIS QUESTION PAPER CONSISTS OF 07 PAGES (Including this front page)

Question 1:   **10 marks**

Define the term "total retail experience." Then describe a recent retail situation in which your expectations were surpassed and state why.

Question 2:   **10 marks**

Will the time come when most consumer purchases are made with self-scanners? Explain your answer.

Question 3:   **10 marks**

Describe the physical elements in a store's design that may appeal and encourage consumers to buy.

Question 4   **20 marks**

Practically explain the steps in the strategic retail planning process that the Pick n Pay store will go through when developing a strategic plan in order to achieve its growth objectives?

1. Which of the following activities does <u>not</u> fit within the scope of retailing?
    A) medical services to families
    B) direct-to-home sales
    C) vending purchases by factory workers
    D) sales to wholesalers

2. A retailer often must limit its selection of brands in _____ distribution.
    A) wide
    B) intensive
    C) selective
    D) exclusive

3. Which of the following is <u>not</u> part of the total retail experience for a men's clothing retailer?
    A) offering store credit
    B) corporate form of ownership
    C) the store's atmosphere
    D) the brands carried

4. The minimum value chain elements a given customer segment expects from a type of retailer is a(n) _____.
    A) proposed retail strategy
    B) augmented retail strategy
    C) expected retail strategy
    D) potential retail strategy

5. A retailer seeks to maximize the profitability of its inventory assortment through _____.
    A) Efficient Consumer Response
    B) category management
    C) optimal space planning
    D) everyday low pricing

6. Planning authority is limited to top management or ownership in a(n) _____.
    A) professional manager system
    B) owner-manager system
    C) centralized system
    D) decentralized system

7. Hotel and motel franchises represent what type of structural arrangement?
    A) voluntary wholesaler-retailer
    B) cooperative wholesaler-retailer
    C) service sponsor-retailer
    D) manufacturer-retailer

8. In most situations, leased departments have been used by existing retailers to _____.
    A) improve the store's overall image by emphasizing fashion
    B) deepen the merchandise assortment in selected merchandise categories

C) broaden their offerings into product categories that are on the fringe of the store's major product lines
D) generate rental income from "dead" space

9. According to the wheel of retailing theory, as retail innovators mature, they _____.
   A) increase their market share at the expense of high-cost, full-service retailers
   B) reduce customer services to concentrate on the price-conscious customer segment
   C) further reduce price levels to maintain their low-cost competitive advantage
   D) increase their services which leads to higher prices

10. In the long-run, scrambled merchandising is _____ in nature.
    A) low-end
    B) nondistinctive
    C) contagious
    D) self-defeating

11. Which strategy represents diversification?
    A) electronic retailing
    B) direct retailing
    C) single-channel retailing
    D) multi-channel retailing

12. Which customer classification is least likely to respond to a direct marketer's efforts?
    A) regulars
    B) nonregulars
    C) trivial buyers
    D) nonrespondents

13. Discretionary income can be defined as _____.
    A) take-home pay
    B) take-home pay that is adjusted to reflect inflation
    C) take-home pay that is adjusted to reflect a base year
    D) money left over after paying taxes and buying necessities

14. A consumer's decision process is comprised of two parts: _____ and _____.
    A) purchase; postpurchase behavior
    B) the process itself; the factors affecting the process
    C) need recognition; stimuli
    D) demographics; psychographics

15. A person who values the status of goods, services, and retailers _____.
    A) has high self-confidence
    B) has low perceived risk
    C) is class conscious
    D) is sociable

16. Which of these is not a benefit of the use of a retail information system?
    A) Opportunities can be foreseen.
    B) The initial time and labor investment is low.
    C) Crises can be avoided.

D) The elements of a retail strategy can be coordinated.

17. The use of micromarketing is an example of which target marketing strategy?
    A) undifferentiated marketing
    B) mass marketing
    C) concentrated marketing
    D) differentiated marketing

18. A major benefit of a thorough trading-area analysis is that it allows a retailer to _____.
    A) increase sales at branch stores with high trading-area overlap
    B) better match its target market profile with a medium's circulation
    C) increase the degree of trading overlap among branch units
    D) better understanding of an area's lifestyles

19. A major disadvantage to an isolated store location is that _____.
    A) competition with adjacent retailers is high
    B) on an ongoing basis, many people will not travel very far to shop in just one store
    C) rental costs are generally relatively high
    D) leases can restrict store operations and merchandise carried

20. Which unplanned shopping district has at least one department store and a number of specialty and convenience stores?
    A) string
    B) central business district
    C) secondary business district
    D) regional shopping center

| SECTION C | TRUE OR FALSE | (20x1=20 Marks) |

No.	Question
1.1	Manufacturers, wholesalers, and importers perform retail activities when they sell goods and services to final consumers.
1.2	A retailer that uses a "bricks-and-clicks" strategy consisting of traditional stores, as well as a Web site, engages in multi-channel retailing.
1.3	The perishability of services prevents the shifting of services from low to high demand periods.
1.4	Customer loyalty programs are based on the concept of reinforcing a consumer's purchasing activity.
1.5	Consumerism is a broader concept than social responsibility.
1.6	Consumers' perceived store images for a retailer and its competitors can be visualized through use of a positioning map.
1.7	A retailer can anticipate and avoid crises through strategic retail planning.
1.8	Examples of negative feedback include consumer complaints, chronic out-of-stock situations, and declining sales.

1.9	Maximum channel control occurs in an independent vertical marketing system.
1.10	Exclusive distribution, fully integrated vertical marketing systems, and franchising are used by manufacturers to increase their channel control.
1.11	Off-price chains typically purchase their merchandise through traditional wholesale channels.
1.12	The best areas of a store are assigned to merchandise space.
1.13	A retailer can improve its retail productivity by changing the merchandise mix, improving sales training, and utilizing new technologies.
1.14	A power center is a form of regional shopping center.
1.15	A secondary business district generally exists in the part of a city or town with the greatest concentration of office buildings and retail stores.
1.16	In planning a purchase motivation product grouping, a retailer needs to classify retail areas into low versus high-traffic locations.
1.17	All surveys involve some form of interviewing procedure.
1.18	An effective retail information system should contain both continuous data and market research.
1.19	Much internal secondary data relating to sales are now computer-based due to the widespread acceptance of the Universal Product Code.
1.20	Trading-area analysis is useful in determining waste in specific media.

THE END

Student no………………………………………………….

Section B (Multiple Questions) (1.5X20) =30

	A	B	C	D
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Section C (True and False) 20 marks

	True	False
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		