



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION
CENTRE FOR ENTERPRISE DEVELOPMENT (CED)**

QUALIFICATION : DIPLOMA IN BUSINESS PROCESS MANAGEMENT	
QUALIFICATION CODE: 06DBPM	LEVEL: 6
COURSE CODE: BRM 711C	COURSE NAME: RETAIL MANAGEMENT
SESSION: NOVEMBER 2025	PAPER: PAPER 1
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION – QUESTION PAPER	
EXAMINER(S)	MR. S. TJITAMUNISA
MODERATOR:	MR. R. RITTER

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly.

THIS QUESTION PAPER CONSISTS OF 06 PAGES (Including this front page)

Question 1 (10 marks)

Define **scramble merchandising**. Give **two advantages** and **two disadvantages** of scramble merchandising with Namibian examples.

Question 2 (10 marks)

Discuss **airport retailing in Namibia**, focusing on two **opportunities** and two **challenges**.

Question 3 (10 marks)

Explain the importance of **consumer behaviour studies** in retailing. Provide three practical examples from Namibia.

Question 4 (10 marks)

Describe **factors influencing site selection** for a new retail outlet in Namibia. List at least four.

Question 5 (20 marks)

Evaluate the role of **strategic planning in retailing** in Namibia. Discuss how strategic planning helps retailers overcome challenges and take advantage of opportunities.

Answer all questions by ticking, or inserting an X in the table provide (page 06) after the set of questions below.

(Answer ALL. Each = 1 mark)

1. Which of the following best defines retailing?
 - a) Selling in bulk to wholesalers
 - b) Direct sale of goods and services to final consumers
 - c) Export of manufactured goods
 - d) Government procurement

2. Which of the following is an example of scramble merchandising?
 - a) A clothing shop also selling groceries
 - b) A supermarket selling only food
 - c) A pharmacy selling only medicine
 - d) A furniture shop selling only sofas

3. In Namibia, which retailer is considered a destination retailer?
 - a) Small rural kiosk
 - b) Grove Mall Woolworths
 - c) Informal open market stall
 - d) A neighbourhood tuckshop

4. Which stage of the retail life cycle is characterised by high growth and rising competition?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline

5. A key advantage of airport retailing is:
 - a) Low rental costs
 - b) Captive customer base of travelers
 - c) Unlimited space
 - d) Free advertising

6. Which of the following is a non-store retailing method?
 - a) Supermarket
 - b) E-commerce website
 - c) Department store
 - d) Specialty shop

7. An important element of strategic planning is:
 - a) Guessing consumer needs
 - b) Setting measurable goals and objectives
 - c) Ignoring competition
 - d) Focusing only on short-term profits

8. Data mining allows retailers to:
 - a) Forecast future shopping trends

- b) Produce agricultural goods
 - c) Reduce import tariffs
 - d) Increase land ownership
9. Which of the following is NOT a benefit of information systems in retailing?
- a) Enhancing decision-making
 - b) Tracking inventory and sales
 - c) Increasing uncertainty
 - d) Supporting customer service
10. A major opportunity for Namibian retailers is:
- a) Poor Road infrastructure
 - b) Growth of digital payments and mobile money
 - c) Dependence on imports
 - d) Low household incomes

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

Use Table A on page 7 to answer and detach, hand in with your answer sheet.

No.	Question
1	Retailing is the final step in the distribution channel.
2	Scramble merchandising improves product specialization.
3	Retailers in the growth stage of the life cycle face increasing competition.
4	Destination retailers are small outlets with limited reach.
5	Namibia's airport retailing benefits from tourism flows.
6	E-commerce is irrelevant for Namibian retailing.
7	Consumer behaviour analysis includes studying cultural, social, and personal factors.
8	Information gathering helps retailers make informed strategic decisions.
9	Trading area analysis is unnecessary in rural Namibia.
10	Location decisions can directly affect profitability.
11	Store-based retailing includes supermarkets and department stores.
12	Non-store retailing is decreasing globally.
13	Strategic planning in retail ensures adaptability to market changes.
14	Information systems are only useful for large retailers.
15	Data mining is a tool used in customer relationship management.
16	Airport retailers mostly rely on local repeat customers.
17	The decline stage of the retail life cycle shows falling sales.
18	Trading area analysis helps determine store catchment zones.
19	Poor site selection can lead to business failure.
20	Namibian retailers face high costs of imported goods.

THE END

NB!!!! (DETACH AND INSERT IN YOUR ANSWER SHEET)

Section B (Multiple Questions) (2X10) =20marks

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Section C (True and False) 20 marks

	True	False
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