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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Special examination

Date: 13th August, 2024
Time: 8.30am– 10.30am

KBA 431 RETAIL MARKETING MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Transchem Laboratories Ltd. is a famous pharmaceutical company in Kenya, with a large trained sales force. To become number one pharmaceutical company in Kenya, they have decided to focus on their distribution channels. In light of this statement:
- i) What criteria should they use to measure channel performance? Identify and explain (10 Marks)
 - ii) Which distribution strategies are available to the firm to consider as they pursue largemarket share? (9 Marks)
 - iii) Identify the retail marketing mix they should consider while making distribution/place decisions (5 Marks)
- b) Using actual examples in Kenya, identify and discuss the marketing environments that may frustrate retail trade in Kenya (6 Marks)

QUESTION TWO (20 MARKS)

- a) In your opinion, is it better for a retailer to standardize or adapt its business operation when entering an overseas market? Justify your answer. (10 Marks)
- b) A new retailer is considering expanding his retail operations online; he has approached you to assist him on identifying the critical success factors in developing Internet retail operations. Advise (10 Marks)

QUESTION THREE (20 MARKS)

- a) In your opinion, what is the importance of multichannel retailing? (5 Marks)
- b) Retailers are normally categorized based on their mode of operation. Using examples, discuss this statement (10 Marks)
- c) Identify at least five ethical practices that should be practised by a marketer during retail business operations (5 Marks)

QUESTION FOUR (20 MARKS)

- a) The current trend by most retailers, especially supermarkets is in-house production. Identify and explain EIGHT marketing environmental forces against this strategy (8 Marks)
- b) Integrated Marketing Communication is a recent communication trend used in most business including retail trade. In your opinion, what are the advantages and disadvantages it poses to a business communication practice? (12 Marks)

QUESTION FIVE (20 MARKS)

- a) Retail marketing includes a lot of service delivery by retail staff and as a result it is important for management to consider its human resource practises. In your opinion, what are the main Human Resource Management areas that are of concern to the marketer? (10 Marks)
- b) Electronic Data Interchange is one of the emerging technologies used in retail trade in Kenya. Discuss the advantages and disadvantage it may pose to retail trade in Kenya (10 Marks)