

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PROGRAMME: BACHELOR OF BUSINESS STUDIES HONOURS IN MARKETING

RETAIL MANAGEMENT

BS230

DURATION: 3 HOURS

 MAR 2023

INSTRUCTIONS

1. Answer **ANY FOUR** questions.
 2. Each question carries 25 marks.
 3. Start answering each main question on a fresh page.
 4. Credit will be given for appropriate use of illustrative examples.
 5. No cell phones and programmable calculators are allowed in the examination room.
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QUESTION 1

Analyse the features that underpin a good communication strategy for a retail chain. Make use of Zimbabwean based examples.

[25 Marks]

QUESTION 2

Evaluate the promotional strategies employed by retailers. Provide specific examples from Zimbabwe and other countries in your analysis.

[25 Marks]

QUESTION 3

Discuss the assertion that technology is the cornerstone for successful retailers in the future. Use examples from Zimbabwe and the SADC region.

[25 Marks]

QUESTION 4

Critique the view that strategic planning is a key ingredient in the success of retailers. Provide clear examples to support your position

[25 Marks]

QUESTION 5

With the aid of examples, show how different types of retail organizations have evolved in Zimbabwe in the last 50 years.

[25 Marks]

QUESTION 6

Discuss the assertion that retailers who embrace consumer psychology stand a better chance of succeeding than those that do not. Provide examples to support your viewpoint

[25 Marks]

END OF PAPER