

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PROGRAMME: BACHELOR OF BUSINESS STUDIES HONOURS IN MARKETING

RETAIL MANAGEMENT

BS230

JUN 2024

DURATION: 3 HOURS

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 and workings.
 5. No cell phones and programmable calculators are allowed in the examination room.
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QUESTION 1

Design a strategy of a typical retail chain.

Your strategy must include the following components:

- i. Vision statement (5)
- ii. Mission statement (5)
- iii. Objectives (5)
- iv. Financial indicators (5)
- v. Marketing indicators (5)

[25 Marks]

QUESTION 2

Giving specific examples, discuss the view that e-tailing has brought more benefits than costs. Use Zimbabwe specific examples to support your view point.

[25 Marks]

QUESTION 3

Examine the view that Covid-19 has changed the way retailers do business. Use specific examples to support your answer.

[25 Marks]

QUESTION 4

Analyse the view that Zimbabwe retail outlets have barely evolved in comparison to those in neighboring countries. Cite relevant examples to support your points.

[25 Marks]

QUESTION 5

Using a particular case study, discuss the role of visual merchandising in the Zimbabwe retailing industry.

[25 Marks]

QUESTION 6

Discuss the characteristics of a good communication strategy for a typical retail chain

[25 Marks]

END OF PAPER