

**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.
-

## **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**