



1ST SEM. 2011/2012

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN
TEXTILE AND APPAREL DESIGN
MANAGEMENT YEAR IV**

COURSE CODE : TADM 413

TITLE OF PAPER : RETAILING MANAGEMENT

TIME ALLOWED : TWO (2) HOURS

**INSTRUCTIONS : ANSWER QUESTION ONE (1)
AND ANY OTHER (2) QUESTIONS**

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 [COMPULSORY]

- (a) Briefly explain the value chain model for retailers. (32)
- (b) How does the retailing industry contribute to the social and economical aspects of a country? (4x2 = 8)

[Total Marks = 40]

QUESTION 2

- (a) State the significance of strategic planning in the retailing sector. (2x4 = 8)
- (b) Describe what is entailed in a situational audit when formulating a retail strategy. (10)
- (c) Briefly describe the three positioning strategies that one can use in her/his retail outlet. (3x4 = 12)

[Total Marks = 30]

QUESTION 3

- (a) Differentiate between a supply chain and a value chain. (2x5 = 10)
- (b) Briefly discuss the sustainable competitive advantage that may be utilized by a retail outlet. (4x5 = 20)
- [Total Marks = 30]

QUESTION 4

Discuss six (6) legal and ethical issues in retailing.

[Total = 30 Marks]